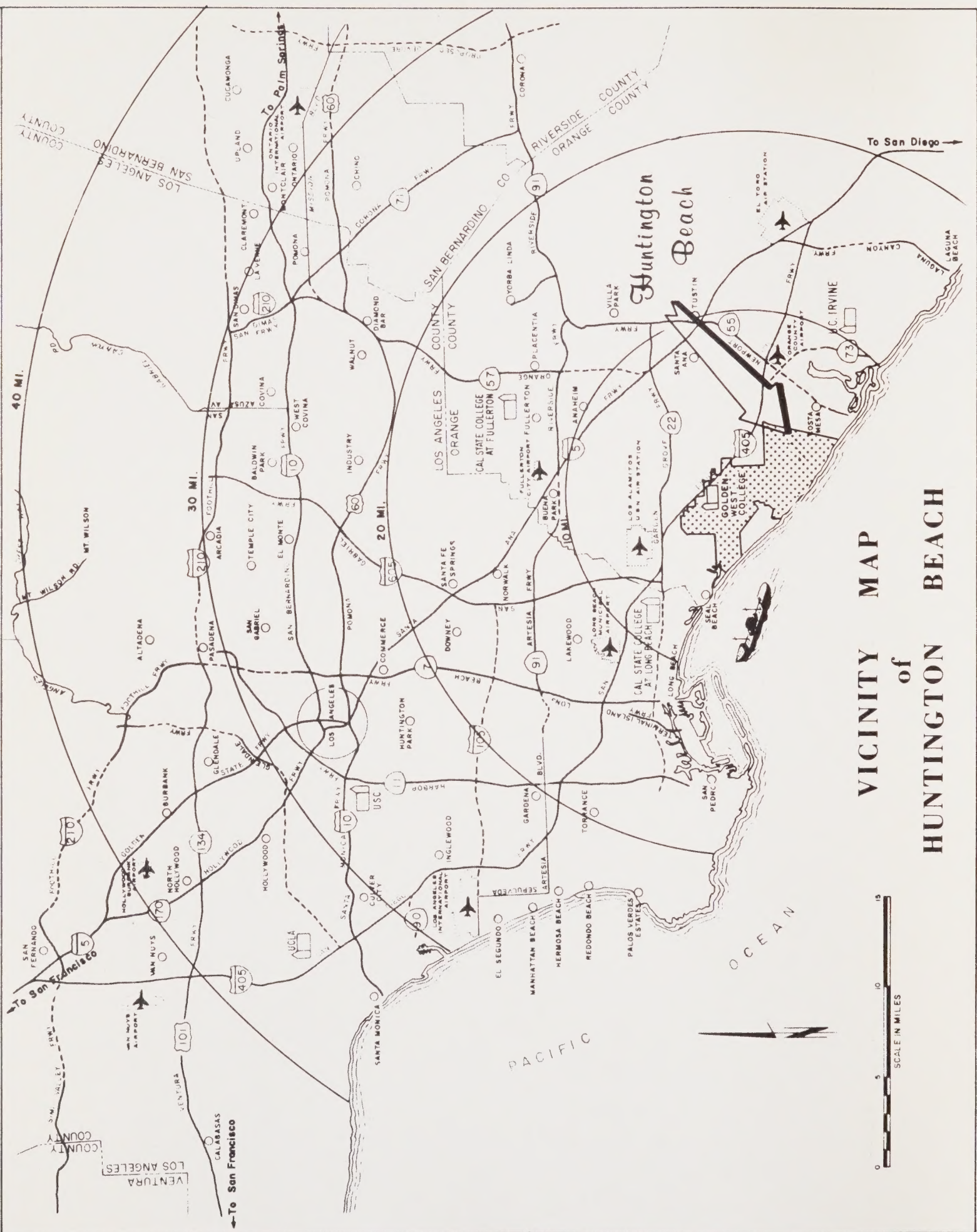


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HUNTINGTON BEACH AREA INVENTORY



FOREWORD

This report has been compiled by the Economic Development Department, City of Huntington Beach.

Much of the information in the report is available at city department offices and department offices of the County of Orange, California, and various departments of the State of California. However, other information is based upon unofficial estimates or an unofficial derivations of official data for larger areas.

If further information is desired regarding the area covered by this compilation, please contact the following office. Be assured that your inquiries will be held in confidence and expedited in a professional manner.

²
ECONOMIC DEVELOPMENT OFFICE
CITY OF HUNTINGTON BEACH
2000 Main Street
Huntington Beach, California 92648
Telephone: (714) 536-5250

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William J. Back
Economic Development Officer
(714) 536-5250

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THE CITY OF HUNTINGTON BEACH, CALIFORNIA

CITY COUNCIL

Mayor	Ronald R. Pattinson
Mayor Pro Tem	Ron Shenkman
Councilmen	Ted W. Bartlett
	Alvin M. Coen
	Norma Brandel Gibbs
	Richard W. Siebert
	Harriett Wieder

CITY ADMINISTRATOR

City Administrator.....	Floyd G. Belsito
Assistant City Administrator	Richard A. Harlow
Civil Defense.....	George Thyden
Economic Development	William J. Back
Public Information.....	William G. Reed

DEPARTMENTS

Elected:

Attorney Don P. Bonfa
Clerk Alicia Wentworth
Treasurer Warren G. Hall

Appointed:

Building and Community Development	John F. Behrens
Finance	Frank B. Arguello
Fire	Raymond C. Picard
Harbors and Beaches	Vincent G. Moorhouse
Library	Walter W. Johnson
Personnel	Edward H. Thompson
Planning and Environmental Resources	Edward D. Selich
Police	Earle W. Robitaille
Public Works	H. E. Hartge
Recreation and Parks	Norman L. Worthy

In the interest of more democratic government, your City Council invites your presence at Council Meetings.

COUNCIL MEETINGS: First and third Monday of each month at 7 p.m. in Council Chambers, Civic Center, 2000 Main Street.

PLANNING COMMISSION: First and third Tuesday of each month at 7 p.m. in Civic Center.

HUNTINGTON BEACH is governed by a seven-member council, elected at large to serve four year terms. The Council adopts laws, sets standards, levies taxes, directs expenditures, approves contracts and determines municipal policy.

TO ASSIST the council in forming policy, the Planning Commission, Recreation, Parks and Human Services Commission, Library Board, Design Review Board, Personnel Board, Environmental Council, Allied Arts Commission, Redevelopment Commission, and other specialized boards and commissions make recommendations to the council on matters within those fields.

CITY ADMINISTRATOR carries out the council's plans and orders by coordinating the work of all the city's departments, applies council's policies, expends authorized funds and recommends to the council.

CITY CLERK is the council's recording secretary and prepares the council agenda. Residents wishing to bring specific matters to the attention of the council may contact the clerk's office at least one week in advance of meetings.

PUBLIC INFORMATION OFFICE has a special telephone number, 536-5511, to aid citizens in getting information to their city government and to assist in obtaining services of various kinds. Call 536-5511.

LOCATION

Huntington Beach, at an elevation of 40.36 feet, is located along the southern coastal region of Orange County, just south of the Los Angeles County line. Encompassing a land area of 27.20 square miles, the City of Huntington Beach is 35 freeway miles southeast of central Los Angeles, 435 miles southeast of San Francisco and 90 miles northwest of San Diego. The City is served along its northern line by the San Diego Freeway. (Interstate 405); the Pacific Coast Highway, which parallels its 8.5 mile Pacific Ocean front, on the South and the main artery north-south - Beach Boulevard, the most heavily travelled non-freeway in Orange County. (See vicinity map, inside front cover.)

CLIMATE

The advantageous coastal location provides Huntington Beach with a year-round pleasant climate. Winters are mild with some rain, and summers are cool and dry. The prevailing westerly and south-westerly winds from the Pacific Ocean, with a mean hourly speed of 10 to 15 miles per hour help maintain pleasant, smog-free all year long. Area rainfall averages just under 12" annually, the majority occurring during the December-March rainy season. The Statewide Air Pollution Center at the University of California, Riverside campus, has produced computer maps which show smog levels in a four county area (see Table of Contents.) They bear out the helpful influence of the offshore winds on the coastal areas.

Period	Average Temperature	Rain (inches)	Average Humidity
January	52.3	2.29	55
April	60.6	.86	62
July	69.4	.02	71
October	64.5	.39	69
Year	61.7	11.76	65

SOURCE: U.S. Dept. of Commerce Weather Bureau/State Climatologist

HISTORY

Huntington Beach is situated on a portion of the Spanish land grant known as Las Bolsas (The pockets). The early settlers used the broad savannah areas for grazing. Able Sterns became the Las Bolsas owner in the early 1880's. The area changed gradually to an agricultural one (many agricultural areas still exist here today, starting with the barley farms of Colonel Bob Northam.)

Known as Shell Beach until 1901, the small town became Pacific City when P. A. Stanton purchased 40 acres, formed a syndicate and subdivided 20 acres on each side of Main Street. Stanton's dream was to create a west coast resort rivaling New Jersey's Atlantic City.

In 1902, Stanton sold his interest to a group of Los Angeles businessmen, who formed the Huntington Beach Company which still owns much land in the city — it is now one of the Standard Oil of California Companies.

On June 17, 1904, when Henry F. Huntington extended his Pacific Electric Railroad down the coast from Los Angeles to terminate in the City, (32.46 miles) the name changed to Huntington Beach in honor of the "Red Car's" creator. A branch line ran 2.84 miles inland to service the three sugar beet mills that opened in 1911 and the growing oil production industry which started May 24, 1920 by the Standard Oil Company. Both lines carried passengers and freight since the Pacific Coast Highway was not yet created.

With a total population of 915 the town of Huntington Beach was incorporated on February 17, 1909 — the 6th city formed in Orange County.

GENERAL ECONOMY

THE HUNTINGTON BEACH MARKET AREA

The 1974 in-depth study, "Focus on Orange County", by Bank of America's economists, detailed statistics and projections on the four major market areas for Orange County, namely; The Anaheim, The Huntington Beach, The Santa Ana and The San Clemente.

The Huntington Beach market area embraces, besides the City itself, the other thriving north coastal cities of Costa Mesa, Fountain Valley, Irvine, Newport Beach, Seal Beach and Westminster. Here are a few details on the Huntington Beach market from the above "Focus".

- Largest of the County's four market areas in size.
- Population: 1960 - 110,418 and 1970 - 350,194, with an 1980 expected 636,565 - the County's largest. Further, by 1985 an expectation of 750,218 or 32.8% of the whole County.
- By 1985 manufacturing employment expected to rise to 48,754 from 1967 of 20,850 despite the diminishing aerospace employment between 1967 - 1976.
- The Trade Sector by 1985 is expected to become the largest employer in this market area - 51,286 persons accounting for 24.3% of the total job opportunities in the area.
- Construction employment will expand its 1970 figure 5,350 to a 1985 total of 13,930.
- Mining employment will continue its present gradual decline through 1985.
- Agriculture employment will increase through 1980 and then decline.

POPULATION

The 1970 U.S. Census revealed that Huntington Beach was the fastest growing city in the U.S. during the decade of the 60's - 11,492 to 115,960 a 907% increase. An estimate by the State Department of Finance listed the beach city at 157,800 as of 1/1/77. With approximately 3,000 dwelling units of all types issued permits or fully constructed during 1976 it appears the population will be over the 160,000 mark by year-end '77. (See Building Activity chart which follows).

This was confirmed during April this year, when the U.S. Census Bureau released official 1975 population estimates in a survey which showed population shifts from 1970 to 1975. It revealed that the beach city was now one of the nation's 100 largest cities - in 1960 it was somewhere around the 1,000 mark in rank and 199th in 1966.

Official census estimates for 1975 show Huntington Beach still the number 1 population gainer in the U.S., up 29.1% since 1970 and up 1,202% since '60. Below are the top ten growing and shrinking U.S. cities from the survey.

10 FAST-GROWING CITIES

Among the nation's 100 largest cities, these grew the most rapidly between 1970 and 1975 -

	Inc. since 1975	Inc. since 1970
1. Huntington Beach, Calif.	149,706	29.1%
2. Colorado Springs, Colo.	179,584	27.8%
3. Anchorage	161,018	27.4%
4. Virginia Beach, Va.	213,954	24.3%
5. San Jose.....	555,707	20.5%
6. El Paso.....	385,691	19.7%
7. Austin, Tex.	301,147	17.7%
8. Anaheim, Calif.	193,616	16.4%
9. Las Vegas, Nev.	146,030	16.1%
10. Albuquerque	279,401	14.6%

10 SHRINKING CITIES

Source: Bureau of Census

These cities among the 100 largest lost population at the fastest rate between 1970 and 1975 -

	1975 population	Dec. Since 1970
1. Dayton, Ohio	205,986	-15.8%
2. St. Louis.....	524,964	-15.6%
3. Cleveland	638,793	-14.9%
4. Minneapolis	378,112	-13.0%
5. Buffalo.....	407,160	-12.0%
6. Atlanta	436,057	-11.9%
7. Detroit	1,335,085	-11.8%
8. Pittsburgh	458,651	-11.8%
9. Newark	339,568	-11.1%
10. Gary, Ind.	167,546	-11.1%

Here's how the city's residents were recorded in the 1970 U.S. Census - by age, race and sex.
POPULATION OF HUNTINGTON BEACH, CALIFORNIA

Dash represents zero

(Based on U.S. Census, April 1970)

AGE	WHOLE CITY			WHITE			BLACK			ALL OTHER RACES		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sex	M.	F.	Both Sexes	Male	Female
Total all ages	115,960	57,489	58,471	113,610	56,359	57,251	99	57	42	2,251	1,073	1,178
Under 5 years	12,464	6,337	6,127	12,194	6,193	6,001	15	9	6	258	138	120
5 years	2,847	1,431	1,416	2,847	1,431	1,416	—	—	—	—	—	—
6 years	3,001	1,545	1,456	3,001	1,545	1,456	—	—	—	—	—	—
7-9 years	9,147	4,717	4,430	9,147	4,717	4,430	(5-14 years)			(5 - 14 years)		
10-13 years	10,775	5,426	5,349	10,194	5,134	5,060	19	14	5	562	278	284
14 years	2,305	1,190	1,115	2,305	1,190	1,115	—	—	—	—	—	—
15 years	2,214	1,148	1,066	2,214	1,148	1,066	—	—	—	—	—	—
16 years	2,074	1,083	991	2,074	1,083	991	—	—	—	—	—	—
17 years	1,929	982	947	1,929	982	947	(15-24 yrs)			(15-24 years)		
18 years	1,650	797	853	1,650	797	853	15	9	6	318	141	177
19 years	1,501	728	773	1,501	728	773	—	—	—	—	—	—
20 years	1,378	604	774	1,378	604	774	—	—	—	—	—	—
21 years	1,358	572	786	1,358	572	786	—	—	—	—	—	—
22-24 years	5,155	2,234	2,921	4,822	2,084	2,738	—	—	—	—	—	—
25-34 years	20,569	9,783	10,786	20,134	9,593	10,541	27	15	12	408	175	233
35-44 years	16,112	8,381	7,731	15,658	8,172	7,486	14	5	9	440	204	236
45-54 years	11,463	6,004	5,459	11,290	5,911	5,379	6	4	2	167	89	78
55-59 years	3,308	1,654	1,654	3,265	1,630	1,635	—	—	—	(55-64 years)		
60-61 years	1,011	490	521	1,011	490	521	—	—	—	41	24	19
62-64 years	1,244	566	678	1,244	566	678	—	—	—	—	—	—
65-74 years	2,861	1,206	1,655	2,803	1,181	1,622	3	1	2	55	24	31
75 & over	1,594	611	983	1,594	611	983	—	—	—	—	—	—
Under 21 yrs.	52,643	26,560	26,083	51,456	25,971	25,485	49	32	17	1,138	557	581
21 yrs.& over	63,317	30,929	32,388	62,154	30,388	31,766	50	25	25	1,113	516	597

INCOME

By 1985 "Focus" forecasts the City's median family income at \$35,167 — the market area's leader and about \$8,000 above the median for the County of Orange as a whole. The record of the city's median family income since 1950, with future estimates, is detailed below.

1950	1960	1970+	1975++	1980++	1985++
\$3,222	\$6,050	\$12,930	\$18,476	\$26,279	\$35,167

- + Huntington Beach had the sixth highest median family income in the U.S. for cities over 100,000 - U.S. Census. Only two California cities were in the top 10 in national rankings. (Please see Median Family Map which follows).
- ++ "Focus" - Bank of America.

HOUSING & HOUSING AVAILABILITY

Demand continues strong for all housing due to the desire of persons to live in the smog-free coastal zone or to be near the beach. As of 1/77 the Huntington Beach Planning Department's estimate indicated that there were 36,693 single family units in the city, including condominiums; 16,567 multi-units and 3,340 mobile homes with a city-wide vacancy factor less than 2%.

At year-end 1976, according to First American Title Company's, "Facts", there were one hundred ninety-nine single family subdivisions recorded in the city, since January 1966. These involved 14,476 lots on 3,052 acres of former agricultural land. Of the 199 subdivisions 156 were completely sold out by the end of 1976. At that point there were twenty-one developers operating in the remaining forty-three tracts still in a building/selling position. (See Building Permits below)

The Huntington Beach Board of Realtors multiple listing sales records during 1974, 1975 and 1976, show significantly the resale housing activity of the area, as follows:

	1976	1975	1974
No. of Listings	10,842	9,824	7,480
No. of Sales	8,191	6,768	4,544
\$ Amount of Sales	\$509,907,752*	\$353,762,021	\$206,379,645

*A 147% gain over 1974 sales.

The average sale price of these multiple listing resales was \$52,270 in 1975 - it moved up to \$62,252 in 1976. The Board's figures does not include an undeterminable number of resales made by their Brokers on an "Exclusive" basis.

During the Bi-centennial year Title Insurance and Trust Company's Santa Ana office did a county-wide sampling of residential resale appreciation since 1972. It showed homes in Huntington Beach logged a 17.73% annual increase. The original sales price was \$61,104; the resale price, 35.5 months later, was \$93,170.

New three bedroom homes start at \$83,000, four and five bedrooms at \$100,000. Marina community homes start at \$200,000.

New and resale condominium activity continues brisk in the city. Condos originally selling for \$35,500 in '73 are now reselling at \$62,000 and up. New condos start at \$55,000, plus \$50-75 per month maintenance fees for clubhouses, pools and common area landscape up-keep.

1,124 new apartments were added during 1976. Rentals start at \$230.00 per month, inland and \$260 a month, near the beach. (For complete details on Building Activity in Huntington Beach please see chart that follows - covering 1969 through 1976).

BUILDING PERMITS

During 1976, Security Pacific Bank's "Construction Trends" showed all Huntington Beach's building permits rank fourth, dollarwise, in the 15 Southern California Counties (280 cities) and 6th of the 421 cities in the State of California. Five Orange County cities finished in the top ten, dollarwise, at the end of 1976.

An eight year building permit chart (1969 thru '76) follows from the Huntington Beach Building Department. It shows a total valuation of \$608,913,416 for 42,907 building permits written since 1969. Within this time frame Huntington Beach was the first Orange County city to surpass the \$100 million mark in annual total valuation of building permits, during 1969, 1972 and 1976. Huntington Beach broke its own county-high record of 1972 during '76 with a \$145 million total. Only one other Orange County city has ever reached the \$100 million mark - Anaheim in 1976.

RETAIL SALES

Since the City's population grew 10,000 a year during the '60's and continues at about a 5,500 persons annually, after the '70 census, commercial investors have sensed the growing market place and have filled the need for new goods and services in the community.

Total local dollar sales reached \$438.1 million in 1976, up 22% over '75, according to the State Board of Equalization reports. That's an increase of \$322 million per year over the eight year period, since '68, or 277.5%. That translates into a net dollar tax return increase of \$3.2 million per year to the City from the State, during the period. (California cities receive back 1% of their local sales from the 6% state sales tax).

The number of sales units reporting to the State Board rose from 1,008 in '68 to 2,792 in '76 - - up 177%. The dollar average per sales unit rose from \$116,100 in 1968 to \$156,900 in '76.

NOTE: An eight year trend record, covering the years 1969 through 1976, by quarters, follows this section - - all 14 sales categories, as designated by the State, are detailed. A semi-annual, "Top 10 Cities in Orange County Sales Comparison," by sales category, is issued each May and November by the Economic Development Department - Call (714) 536-5250.

LIVING COSTS

From the annual study by the Bureau of Labor Statistics, U.S. Department of Labor, released by late 1976, we find that the cost of living in the Los Angeles - Orange County area is almost 3% below the U.S. urban average for metro areas.

The chart below details the most recent budget survey, made in the fall of 1975, when compared with the study made a year previous. While the area's cost of living is rising; when matched against 40 other selected areas in the nation, it is still relatively low. Of the 40 major areas studied there are 19 areas with living costs higher than the local area.

As to declines and increases three areas draw attention: The largest dollar decline, which occurred both locally and nationally, were for clothing and personal care.

The one local area that exceeded the U.S. urban average was for medical care. It showed \$1,001, 18% higher than the national average of \$848. Of the 40 urban areas studied in the survey only Anchorage, Alaska surpassed the local figure for medical care. However, medical costs have risen 3.8% on a national average, over 1974. The local increase, over the same period, was lower, 3.1%.

WHERE THE BUDGET DOLLAR GOES

	Los Angeles Area	U.S. Urban Average
Food	24.1¢	24.8¢
Housing	22.7¢	23.2¢
Transportation	8.8¢	8.2¢
Clothing and Personal Care	9.5¢	9.3¢
Medical Care	6.6¢	5.4¢
Other Expenditures	9.9¢	10.0¢
Deductions and Personal Income Taxes	18.4¢	19.1¢

Source: U.S. Department of Labor.

ANNUAL BUDGET COMPARISON

1975 vs. 1974

	Los Angeles Area			U. S. Average		
	1974	1975	% Change	1974	1975	% Change
Total Budget	\$14,068	\$15,186	7.9	\$14,644	\$15,638	6.8
Food	3,387	3,656	7.9	3,599	3,875	7.7
At home	2,809	3,020	7.5	3,029	3,260	7.6
Away	578	636	10.0	569	615	8.1
Housing	2,399	2,684	11.9	2,595	2,848	9.7
Renter	1,825	1,920	5.2	1,775	1,870	5.4
Home owner	2,590	2,939	13.5	2,868	3,174	10.7
Furniture and Operations	712	757	6.3	732	785	7.2
Transportation	1,192	1,336	12.1	1,174	1,283	9.3
Auto owner	1,241	1,392	12.2	1,250	1,362	9.0
Clothing	1,090	1,110	1.8	1,101	1,114	1.2
Personal care	301	326	8.3	315	337	7.0
Medical care	901	1,001	11.1	793	848	11.1
Social Security and Disability	862	915	6.1	787	841	6.9
Income taxes	1,819	1,892	4.0	2,089	2,136	2.2
Other items	1,405	1,509	7.4	1,485	1,570	5.7

Here's a comparison for the years 1974 and 1975 for a dozen key urban areas.

ANNUAL BUDGET COSTS COMPARISON 1974 - 1975

	1975	1974	% Increase
1. Anchorage, Alaska	\$21,229	\$19,092	11.2%
2. Honolulu, Hawaii	18,694	17,019	9.8%
3. Boston, Mass.	18,090	16,725	8.2
4. N.Y., N/E N.J.	17,498	16,648	5.1%
5. San Francisco - Oakland, Ca.	16,415	15,127	8.5%
6. Chicago, Il. - N/W Ind.	15,712	14,797	6.2%
7. Hartford, Conn.	16,314	15,501	5.2%
8. Milwaukee, Wisc.	16,293	15,024	8.4%
9. Buffalo, N.Y.	16,283	15,364	6.0%
10. Champaign - Urbana, Ill.	15,721	14,587	7.8%
11. Portland, Me.	15,684	14,697	6.7%
12. L.A. - Orange Co., Ca.	15,186	14,068	7.9%

**HUNTINGTON BEACH BUILDING ACTIVITY
BUILDING PERMITS — AN EIGHT YEAR COMPARISON — 1969 - 1976**

Year — (No. Units \$ Valuation)	Single Family Dwelling	Multi Family Units	Commercial & Mfg.	Misc. Pools Fences, Etc.	TOTALS
1976 — (No. Units) \$ Valuation	(1,622) \$86,426,099	(1,124) \$27,517,241	(136) \$16,988,313	(3,605) \$14,184,919	(6,487) \$145,116,572
1975 — (No. Units) \$ Valuation	(1,251) \$46,819,924	(1,408) \$28,448,495	(297) \$13,748,797	(2,104) \$8,519,159	(5,063) \$97,536,375
1974 — (No. Units) \$ Valuation	(1,185) \$27,604,270	(733) \$11,380,386	(293) \$11,288,479	(1,002) \$6,099,418	(3,213) \$56,372,553
1973 — (No. Units) \$ Valuation	(1,834) \$47,677,355	(1,099) \$15,293,542	(165) \$12,377,360	(2,395) \$4,295,799	(5,493) \$79,644,056
1972 — (No. Units) \$ Valuation	(2,196) \$59,180,284	(1,497) \$18,884,894	(152) \$17,948,345	(3,285) \$12,424,239 X	(7,130) \$108,437,762 *
1971 — (No. Units) \$ Valuation	(1,483) \$36,363,457	(2,347) \$27,509,703	(149) \$4,017,871	(1,715) \$6,399,740	(5,694) \$74,290,711
1970 — (No. Units) \$ Valuation	(696) \$19,200,109	(1,463) \$15,284,957	(122) \$5,559,137	(1,381) \$6,697,536	(3,662) \$46,741,739
1969 — (No. Units) \$ Valuation	(1,894) \$45,281,046	(3,107) \$37,715,970	(66) \$6,045,435	(1,098) \$11,731,137	(6,165) \$100,773,588 *
TOTALS	(12,161) \$368,552,544	(12,778) \$182,035,158	(1,380) \$87,973,737	(16,588) \$70,351,947	(42,907) \$608,913,416

* Previous Orange County record highs. X Included \$2,757,000 New Library. Source: Huntington Beach Building Department.

**HUNTINGTON BEACH RESIDENTIAL SUBDIVISION & CONDOMINIUM ACTIVITY
(A Comparison 1969 - 1976)**

NBR. OF SINGLE FAMILY RESIDENTIAL SALES*								
Month	1969	1970	1971	1972	1973	1974	1975	1976
Jan.	134	92	80	137	201	158	---	---
Feb.	99	44	40	49	96	36	108	265
Mar.	90	81	36	45	51	46	---	---
Apr.	83	177	65	62	87	51	---	---
May	75	99	51	21	122	111	222	322
June	67	85	65	43	173	124	---	---
July	247	109	115	124	177	69	---	---
Aug.	102	125	125	104	183	112	277	116
Sept.	111	109	208	178	229	43	---	---
Oct.	108	109	173	79	225	---	---	---
Nov.	121	110	114	74	163	405	236	273
Dec.	91	88	159	174	69	---	---	---
TOT.	1,328	1,228	1,231	1,090	1,776	1,155	843	976

Total Recorded Single Family Home Sales - 12,323 - 4/66 thru 12/76.
* Reported quarterly since late 1974.

CONDOMINIUM ACTIVITY — 4/71 thru 12/76

2,634 UNITS were approved on 425 LOTS. Out of 2,379 Units COM-
PLETED during the four year period 2,437 were reported SOLD.

FROM: Economic Development Department.
City of Huntington Beach.

SINGLE FAMILY TRACT RECORD (12/68 - 12/76)									
	'68	'70	'71	'72	'73	'74	'75	'76	
Tracts Recorded	24	80	103	126	154	162	173	199	
Tracts Sold Out	17	46	59	82	103	125	141	156	
Tracts in Operation	47	34	44	44	51	37	28	43	
Developers Operat'ng	28	15	15	20	25	20	15	21	
Completed Homes									
Available for Sale	376	451	134	179	146	275	162	148	

LOTS & ACREAGE USED			
	Lots	Acres	Units/Acres
1976	1,571	318.66	4.93
1975	799	141.32	5.65
1974	414	95.64	4.33
1973	2,174	463.95	4.69
1972	1,642	363.53	4.52
1971	1,331	277.70	4.79
1970	410	95.54	4.29
1969	890	189.60	4.09
1968	762	158.48	4.81
1967	597	104.82	5.70
Totals	10,590	2,209.24	4.79

SOURCE: FIRST AMERICAN TITLE "FACTS"



HUNTINGTON BEACH, CALIFORNIA
PLANNING DEPARTMENT

JANUARY 1977 Estimated Housing Units by Type by Quarter-section

UNITS IN STRUCTURE	
1	36,693
2-4	7,195
5+	9,374
Mobile Home	3,340
Total	56,602

HUNTINGTON BEACH, CALIFORNIA – SALES TRENDS

(Years 1969 thru 1976)

In Thousands of Dollars

Outlets	Year	1st Q	2nd Q	3rd Q	4th Q	Totals	No.Units	Av.Per Unit
APPAREL STORES	1976	\$ 3,090	\$ 3,873	\$ 3,843	\$ 5,054	\$ 15,860	76	\$208.7
	1975	3,077	3,071	3,731	4,724	14,603	78	187.2
	1974	3,172	4,159	3,866	4,120	15,317	68	225.3
	1973	3,128	4,193	4,022	5,170	16,513	66	250.2
	1972	2,881	3,432	3,660	5,029	15,002	69	217.4
	1971	2,612	3,163	3,393	4,535	13,703	61	226.6
	1970	2,335	2,729	2,971	3,925	11,960	64	186.9
	1969	1,925	2,472	2,968	4,113	11,478	60	191.3
GENERAL MERCHANDISE STORES	1976	12,969	15,240	15,543	22,283	66,035	23	2,871.1
	1975	11,218	14,320	13,440	21,349	60,327	27	2,234.3
	1974	11,606	13,969	13,485	17,821	56,881	25	2,275.2
	1973	10,728	12,982	13,025	19,101	55,836	28	1,994.1
	1972	8,425	10,634	11,689	17,637	48,385	26	1,861.0
	1971	5,885	10,870	9,801	14,783	41,339	23	1,797.3
	1970	6,556	7,582	7,837	12,981	34,956	22	1,588.9
	1969	5,147	6,238	6,802	10,092	28,279	17	1,664.5
DRUG STORES	1976	2,371	2,652	2,738	3,607	11,368	26	437.2
	1975	2,079	2,217	2,389	2,943	9,628	21	458.5
	1974	1,954	2,220	2,135	2,628	8,937	19	470.4
	1973	1,839	2,090	1,971	2,498	8,398	18	466.6
	1972	1,758	1,912	1,892	2,317	7,879	17	463.5
	1971	1,706	1,889	1,781	2,430	7,806	18	433.7
	1970	1,623	1,782	1,777	2,231	7,413	19	390.2
	1969	1,419	1,558	1,619	2,114	6,710	16	419.4
FOOD STORES	1976	7,240	8,732	8,620	8,820	33,412	65	514.0
	1975	6,167	7,458	7,189	9,066	29,880	58	515.2
	1974	5,505	5,857	7,357	6,499	25,218	54	467.0
	1973	4,081	6,094	5,541	5,514	21,230	55	386.0
	1972	4,589	4,884	5,866	4,742	20,081	60	334.7
	1971	3,360	4,322	4,239	4,961	16,882	55	306.9
	1970	2,451	3,874	4,239	4,214	15,068	57	264.4
	1969	2,032	3,129	3,237	3,933	12,331	54	228.4
PACKAGED LIQUOR STORES	1976	2,238	2,517	2,721	2,784	10,260	35	293.1
	1975	1,847	2,316	2,504	2,525	9,192	34	270.4
	1974	1,816	1,995	2,070	2,195	8,076	28	288.4
	1973	1,311	1,611	1,711	1,768	6,401	28	228.6
	1972	1,191	1,313	1,595	1,572	5,671	26	218.1
	1971	958	1,100	1,281	1,400	4,739	20	236.9
	1970	825	933	1,074	997	3,829	18	212.7
	1969	788	865	969	999	3,621	17	213.0
EATING & DRINKING PLACES	1976	9,006	10,562	10,560	10,706	40,774	193	211.3
	1975	7,719	9,365	9,794	9,112	35,990	183	196.7
	1974	6,928	8,421	8,350	7,504	31,209	157	198.8
	1973	5,328	6,975	7,315	6,079	25,697	150	171.3
	1972	4,883	5,379	6,037	5,266	21,565	143	150.8
	1971	3,796	4,248	4,943	4,299	17,186	134	129.0
	1970	3,492	4,057	4,102	3,720	15,371	129	119.1
	1969	2,581	3,186	3,224	3,010	12,001	114	105.3
HOME FURNISHINGS AND APPLIANCES	1976	5,394	5,655	6,410	7,291	24,750	63	392.9
	1975	3,991	4,945	4,976	5,640	19,552	50	391.0
	1974	5,059	5,444	5,372	4,770	20,645	49	421.3
	1973	5,039	5,203	5,100	5,484	20,826	40	520.7
	1972	5,320	5,532	5,280	5,546	21,678	36	602.2
	1971	4,434	5,186	4,977	6,067	20,664	33	626.2
	1970	4,124	4,276	4,500	4,465	17,365	35	496.1
	1969	1,148	1,160	1,394	2,554	6,256	35	178.7

Outlets	Year	1st Q	2nd Q	3rd Q	4th Q	Totals	No.Units	Av.Per Unit
BUILDING MATERIALS AND FARM IMPL.	1976	7,025	11,938	14,001	8,097	41,061	30	1,368.7
	1975	2,790	4,487	5,706	5,758	18,741	27	694.1
	1974	2,478	3,220	3,136	2,946	11,780	19	620.0
	1973	2,216	2,870	2,850	2,484	10,420	21	496.2
	1972	2,499	2,863	3,000	2,645	11,007	24	458.6
	1971	1,302	1,989	2,178	2,341	7,810	24	325.4
	1970	906	1,384	1,337	1,139	4,766	20	238.3
	1969	458	686	983	997	3,124	17	183.8
AUTO DEALERS AND AUTO SUPPLIES	1976	20,607	23,979	22,531	19,125	86,242	50	1,724.8
	1975	14,021	18,738	18,598	17,824	69,181	47	1,471.9
	1974	13,999	16,287	16,624	14,290	61,200	43	1,423.3
	1973	15,422	17,221	14,582	13,602	60,827	34	1,789.0
	1972	11,493	13,832	13,724	13,376	52,425	35	1,497.9
	1971	9,272	10,715	11,184	10,033	41,204	31	1,329.2
	1970	7,396	8,696	8,696	8,014	32,498	35	928.5
	1969	8,552	9,438	8,809	7,647	34,446	35	984.2
SERVICE STATIONS	1976	8,733	9,579	9,783	9,798	37,893	85	445.8
	1975	7,428	8,100	9,048	8,745	33,321	89	374.4
	1974	6,145	7,258	7,580	7,421	28,404	87	326.5
	1973	5,083	5,565	5,416	5,874	21,938	92	238.5
	1972	574	586	4,751	5,110	11,021	86	128.2
	1971	591	593	595	557	2,336	92	25.4
	1970	503	507	572	541	2,186	89	24.6
	1969	472	542	574	503	2,091	87	24.0
OTHER RETAIL SALES	1976	3,965	5,242	5,125	7,259	21,591	216	100.0
	1975	3,043	3,971	4,421	5,422	16,857	175	96.3
	1974	2,972	4,540	3,835	5,075	16,422	162	101.4
	1973	3,351	4,625	4,029	4,348	16,353	146	112.0
	1972	2,230	2,900	2,936	3,628	11,694	132	88.6
	1971	1,671	2,143	2,663	2,954	9,431	113	83.5
	1970	1,273	2,019	1,883	2,386	7,561	102	74.1
	1969	1,657	1,532	1,626	2,120	6,935	92	75.4
RETAIL STORE TOTALS	1976	82,638	99,969	101,815	104,824	389,246	862	451.6
	1975	63,380	78,988	81,796	93,108	317,272	789	402.1
	1974	61,634	73,370	73,816	75,269	284,089	711	399.6
	1973	57,526	69,429	65,562	71,922	264,439	678	390.0
	1972	45,843	53,267	60,430	66,868	226,408	654	346.2
	1971	35,587	46,218	47,035	54,360	183,200	604	303.3
	1970	31,450	37,632	39,278	44,613	152,973	590	250.9
	1969	26,179	32,205	32,205	38,082	127,272	543	234.5
ALL OTHER SALES OUTLETS	1976	10,564	11,083	12,366	14,919	48,932	1,930	25.4
	1975	8,325	9,873	11,659	12,137	41,994	1,637	25.7
	1974	7,469	9,096	8,981	9,579	35,125	1,349	26.0
	1973	6,528	7,623	6,550	9,085	29,786	1,149	25.9
	1972	4,725	5,498	6,011	7,037	23,271	1,034	22.5
	1971	3,728	3,944	4,359	4,789	16,820	930	18.1
	1970	3,388	4,138	4,016	4,203	15,745	800	19.7
	1969	3,537	4,062	4,113	4,488	16,200	655	24.7
TOTAL ALL OUTLETS (Retail & Other)	1976	93,202	111,052	114,181	119,743	438,178	2,792	156.9 (up 22.0%)
	1975	71,705	88,861	93,455	105,245	359,266	2,426	148.1 (up 12.5%)
	1974	69,103	82,466	82,797	84,848	319,214	2,060	155.0 (up 8.5%)
	1973	64,054	77,052	72,112	81,007	294,225	1,827	161.0 (up 17.8%)
	1972	50,568	58,765	66,441	73,905	249,679	1,688	147.9 (up 24.8%)
	1971	39,315	50,162	51,394	59,149	200,020	1,534	130.4 (up 18.6%)
	1970	34,838	41,770	43,294	48,816	168,718	1,390	121.4 (up 17.6%)
	1969	29,716	34,868	36,318	42,570	143,472	1,198	119.8 (up 23.3%)

Source: "Trade Outlets & Taxable Retail Sales - State Board of Equalization
From: Economic Development Department - City of Huntington Beach

(Quadrants are N/S
Beach Blvd., & E/W
Garfield Avenue)

AGE & INCOME BREAKDOWN BY CENSUS TRACTS & QUADRANTS Huntington Beach, California

(Based on U.S. Census
April 1970)

CENSUS	TRACT NO.	TOTAL	MALE	FEMALE	UNDER 10	UNDER 21	OVER 21	OVER 65	MEDIAN AGE	MEDIAN INCOME
NORTHEAST	992.11	3,806	1,917	1,889	1,011	1,919	1,887	69	19.8	\$10-12M
QUADRANT	12	3,545	1,743	1,802	1,042	1,692	1,853	166	21.6	\$ 9-10M
TOTAL		7,351	3,660	3,691	2,053	3,611	3,740	235	—	— — —
SOUTHWEST	993.01	3,941	1,897	2,044	715	1,523	2,418	281	24.8	\$ 9-20M
QUADRANT	.02	3,504	1,835	1,669	412	991	2,513	465	26.7	\$ 8-9 M
	.03	4,091	2,081	2,010	511	1,128	2,963	588	30.0	\$ 7-8 M
TOTAL		11,536	5,813	2,723	1,638	3,642	7,894	1,334	—	— — —
SOUTHEAST	992.13	5,014	2,496	2,518	1,276	2,396	2,618	127	23.0	\$ 9-10M
QUADRANT	.14	3,367	1,644	1,723	865	1,373	1,994	222	26.2	\$ 9-10M
	.15	5,108	2,522	2,485	1,327	2,485	2,623	110	21.5	\$ 8-9 M
	.16	4,793	2,344	2,449	1,325	2,206	2,587	200	24.2	\$10-12M
	.17	2,900	1,437	1,463	787	1,425	1,475	45	21.6	\$12-15M
	.18	4,102	2,048	2,054	1,097	1,844	2,258	82	25.3	\$10-12M
	.19	2,952	1,484	1,468	636	1,336	1,616	101	25.1	\$10-12M
	.20	2,898	1,385	1,513	584	1,055	1,843	123	27.8	\$ 8-9 M
	.21	7,360	3,625	3,735	1,768	3,329	4,031	140	25.9	\$10-12M
TOTAL		38,494	18,985	19,509	9,665	17,449	21,045	1,150	—	— — —
NORTHWEST	994.01	5,460	2,723	2,737	1,248	2,270	3,190	182	25.1	\$10-12M
QUADRANT	.02	3,973	1,889	2,084	1,061	1,731	2,242	148	23.0	\$ 9-10M
	.03	3,481	1,688	1,793	919	1,505	1,976	184	24.8	\$ 8-9 M
	.04	4,642	2,302	2,340	1,288	2,074	2,568	62	23.6	\$10-12M
	.05	3,568	1,748	1,820	767	1,578	1,990	241	26.7	\$10-12M
	.06	4,341	2,179	2,162	1,104	2,106	2,235	88	21.4	\$12-15M
	.07	2,667	1,334	1,333	592	1,180	1,487	40	26.3	\$10-12M
	.08	3,187	1,585	1,602	675	1,285	1,902	218	28.5	\$ 9-10M
	.09	5,485	2,743	2,742	1,371	2,427	3,058	99	23.0	\$15-20M
	995.01	6,122	3,062	3,060	1,047	2,365	3,757	286	32.2	OVER 23M
	996.02	2,733	1,315	1,418	824	1,469	1,264	27	18.1	\$ 9-10M
	.03	3,988	1,983	2,005	1,188	2,129	1,859	39	18.0	\$ 9-10M
	.04	4,703	2,410	2,293	1,134	2,435	2,268	53	19.1	\$ 9-10M
	.05	3,672	1,800	1,872	870	1,770	1,902	63	22.7	\$10-12M
	997.02	557	268	289	121	265	292	5	24.3	\$10-12M
TOTAL		58,579	29,029	29,550	14,209	26,589	31,990	1,735		
GRAND TOTAL		115,960	57,487 (49.6%)	58,473 (50.4%)	27,565 (23.8%)	51,291 (44.2%)	64,669 (55.8%)	4,454 (3.8%)	24.7	\$12,930

NOTE: See EDD's Median Family Map for Census Tract Locations

MEDIAN FAMILY INCOME

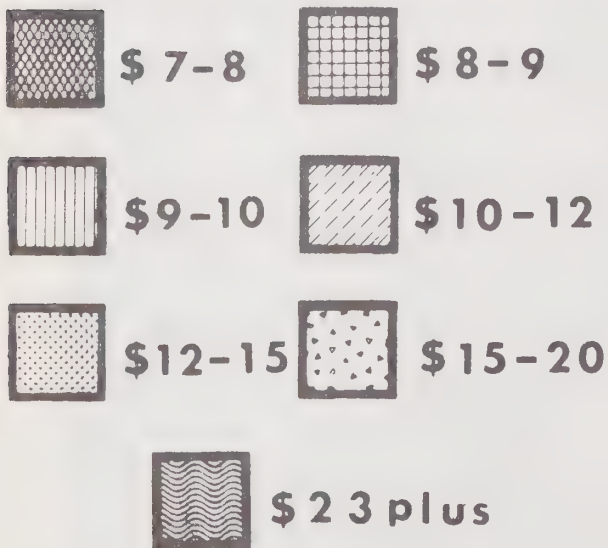
by
**CENSUS
TRACTS**



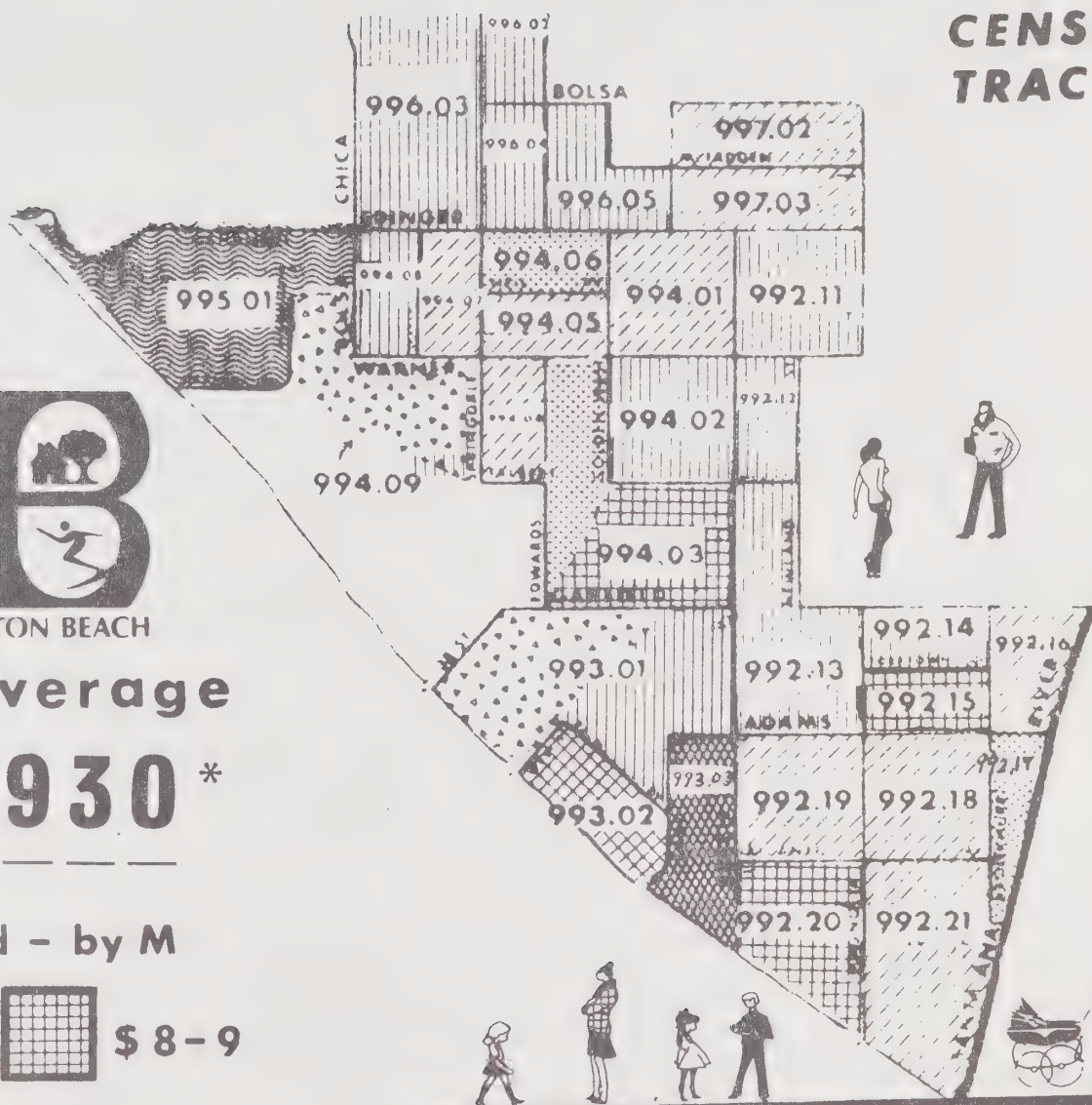
HUNTINGTON BEACH

City Average
\$12,930 *

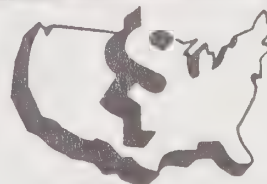
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* 1970 Census



THE 50 RICHEST COUNTIES



Source: U.S. Census Bureau

Among counties of 50,000 or
more population—

	Median Family Income
1. Montgomery, Md.	\$16,710
2. Fairfax, Va.	\$15,707
3. Nassau, N.Y.	\$14,632
4. Du Page, Ill.	\$14,458
5. Marin, Calif.	\$13,935
6. Oakland, Mich.	\$13,826
7. Westchester, N.Y.	\$13,784
8. Rockland, N.Y.	\$13,753
9. Arlington, Va.	\$13,743
10. Bergen, N.J.	\$13,597

THE 50 RICHEST CITIES

Among cities of 100,000 or
more population—

	Median Family Income
1. Livonia, Mich.	\$15,216
2. Torrance, Calif.	\$13,620
3. Stamford, Conn.	\$13,571
4. Warren, Mich.	\$13,452
5. Dearborn, Mich.	\$13,257
6. Huntington Beach, Calif.	\$12,930
7. Fremont, Calif.	\$12,659
8. Honolulu, Hawaii	\$12,539
9. Parma, Ohio	\$12,438
10. Yonkers, N.Y.	\$12,151

INDUSTRIAL ZONING & DEVELOPMENT

The city has two distinct areas zoned for light industry (M1 & M1A) totaling roughly, (please see Industrial Zone Map which follows) 400 acres each. The bulk of the industrial development has occurred in the past four years - 100 acres a year. The most dramatic increases were during the first quarter of this year, \$10.2 million in valuation - surpassing whole years 1975 and 1976 together. Industrial employment jumped up by over 3,100 new jobs in the city during 1976 alone and the industrial community grew by a net gain 120 new firms during the same period.

THE NORTHWEST INDUSTRIAL AREA

Just one mile south of the San Diego Freeway are two industrial parks totaling 440 acres. They are neighbors to the McDonnell Douglas Astronautic complex, covering 312 acres which commenced operation in 1963. Both parks are about 98% sold-out at this writing. They will be actually built-out by the end of 1977 or the summer of 1978.

The following parks are numbered 1 and 2 on the Industrial Zone Map, which follows:

1. The Huntington Beach Industrial Park opened in 1971, offering 10,000 to 40,000 square foot units, plus 4,000 to 8,000 square foot industrial condos - all improvements are in. Approximately 275 of its almost 320 acres are already or just about to be occupied. The Huntington Beach Industrial Park is being developed by John Lusk & Son, (714) 557-8220.
2. Since 1975 HBIP has a new neighbor - the 120 acre Huntington Beach Business Park, offering parcels 1-5 acres. This level area has all improvements in and is further enhanced by a landscaped berm on its outer perimeter lots. The HBBP is being developed by the Kaiser-Aetna Company, (714) 833-1093.

Both parks have Protective Covenants that match or exceed what a progressive well-planned city looks for 10-20-30 years after modern industrial development. These parks have all utilities underground with attractive options; lease, sale, build-your-own, built-to-suit and condos.

THE GOTHARD STRIP

Straddling the metal spine of the city (the Southern Pacific R.R.) the Gothard strip offers the remaining industrial land in the city, aside from the still active oil fields (M-2).

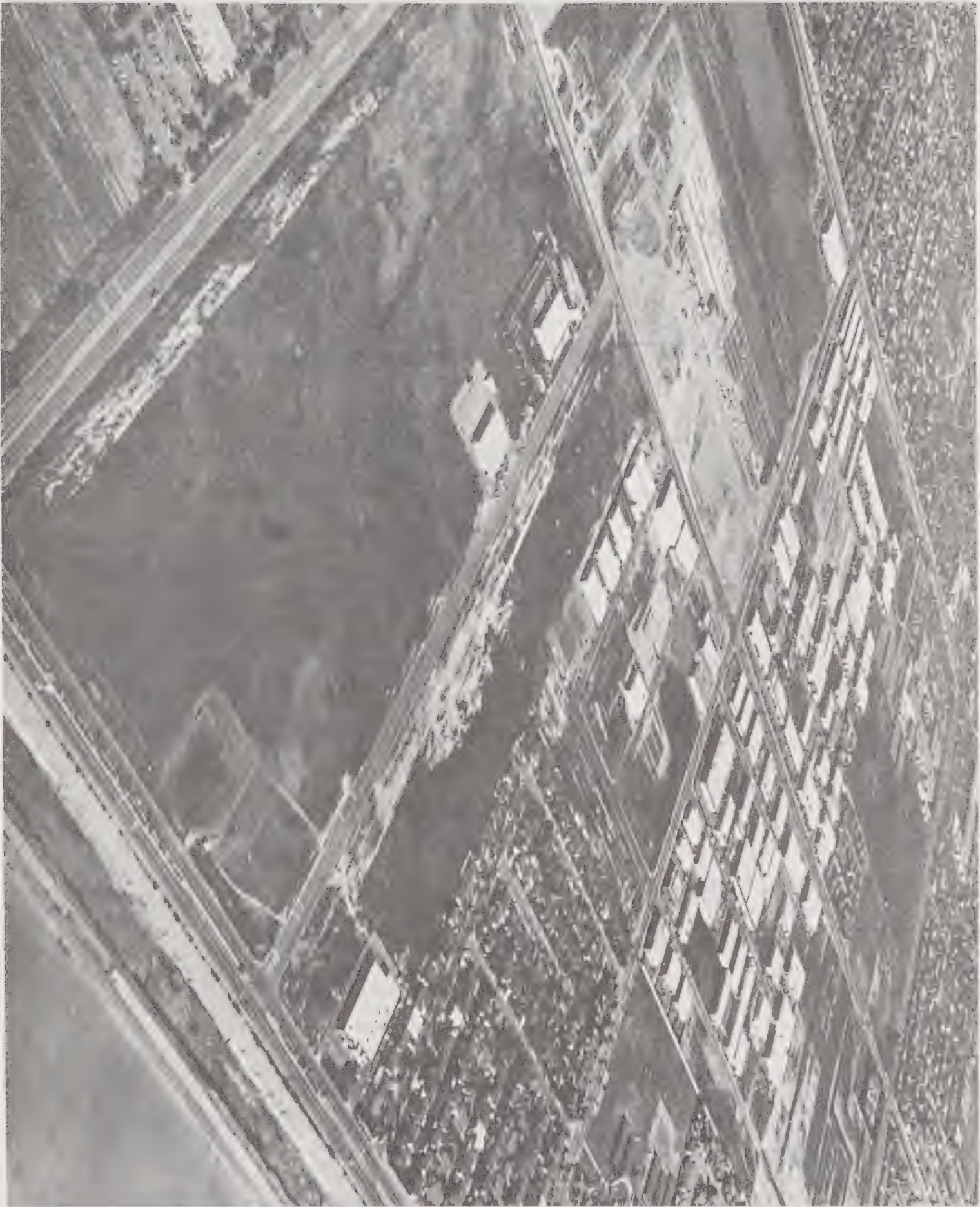
Two industrial parks here offer the rail-user industry site opportunities. During April 1977 one of these parks sold-out with buildings to be in place by summer. A third park operation will start this spring. 65 acres have sprouted occupied buildings in the past 18 months.

Gothard has just received a facelift; a four-lane road, water and sewer added by the city to assist the industrial developer with the off-site improvements. New road construction on the east-west streets crossing Gothard will make Beach Blvd. and Goldenwest Street even more accessible - both lead directly to the San Diego Freeway. The expanded OCTD bus net brings workers closer to the incoming plants in the Gothard area. At the south end of the Gothard strip was the city's first major industry at the turn of this century - the Holly Sugar Mill. The remaining mill site forms the southern terminus of the Gothard Industrial strip at Main and Garfield where the S.P.R.R. will also terminate, if present plans are activated.

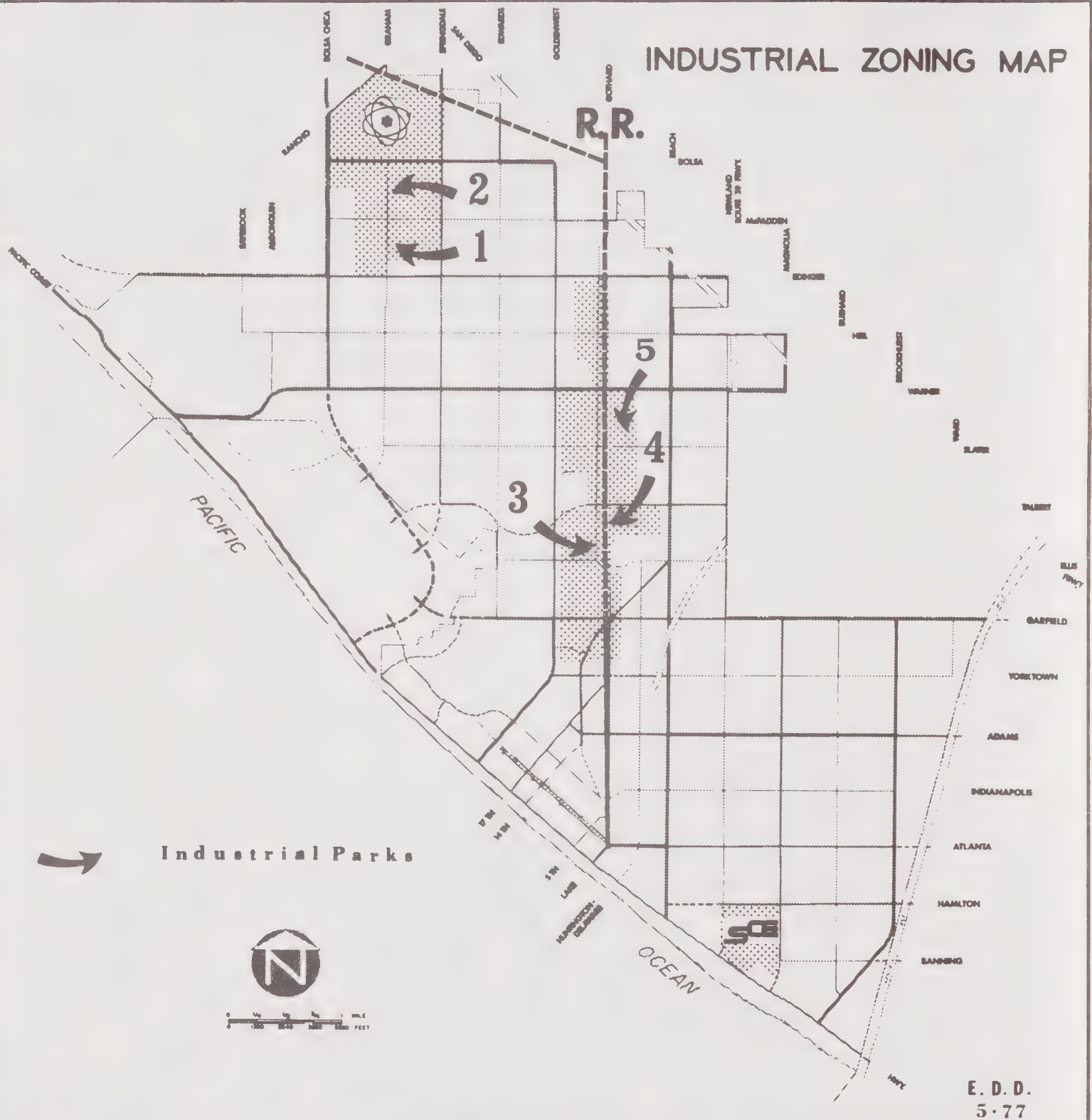
The Gothard strip parks are: (See map for location).

3. Thirty acres are being developed by the Gordon L. Mountjoy Company, (714) 493-2751, on the east side of Gothard, between Ellis and Talbert, with rail along the eastern perimeter. The southern half of the park will soon be occupied by a major optics firm. The north 15 acres will house some 10-15 industrial units, plus an attractive tennis club. Construction started during April 1977. All utilities are underground.
4. Just east of the above parcel, with west-side track service, is a 7-building, 10-acre park being constructed by the Huntington Beach Industrial Development Company, (213) 592-1636. This park is now sold out.
5. At the N/W corner of Slater and Nichols a new nine-acre industrial park is presently under way. It will feature 100 multi-tenant, leasable industrial units, all sprinklered. The developer is Walter Frome, Suite 1200, 17291 Irvine Blvd., Tustin, CA. 92680, (714) 731-5383. The park lies just a half mile west of the city's main artery, Beach Boulevard, and about the same distance south of Warner Avenue, the city's principal east/west route.

NOTE: Industrial builders provide the Economic Development Department with property listing flyers on their upcoming construction, complete with specs and prices of sale or lease. If you are looking for industrial space contact the above parks or the EDD of the city at (714) 536-5250. We'll forward a selection of available new buildings.



INDUSTRIAL ZONING MAP



- 1 — Huntington Beach Industrial Park
- 2 — Huntington Beach Business Park
- 3 — Mountjoy Industrial Park
- 4 — Huntington Beach Industrial Development Company
- 5 — Slater/Nichols Industrial Center

huntington beach planning department

TRANSPORTATION

All major means of transportation are available to Huntington Beach. Interstate 405, the San Diego Freeway, forms the northern border of the City, offering non-stop passage to the Mexican border, Arizona, Nevada or Northern California, as well as access to all other Southern California freeways - 9 other major freeways interchange within a 20-mile radius of the City. This also means an easy and short commute for the Huntington Beach industrial and commercial worker who live in the surrounding Los Angeles and Orange County's cities. Public transportation has improved greatly in recent years with the formation of the Orange County Transit District (OCTD) which interchanges at the L.A. County line with the Los Angeles Transit District (RTD).

NOTE: For further information on R.R., freight, OCTD, RTD, National bus lines, area airports and seaports, please consult the KEY OFFICE DIRECTORY in later pages of this Inventory.

MOTOR FREIGHT

Over 75 trucking lines service the area. Since no on-street parking is permitted in our industrial parks, rigs have plenty of room to maneuver on the already wide streets. Thanks to the coastal climate, no snow and little rain, storage yards and loading docks are available 365 days a year for good movements, in or out.



AIRPORTS

Three major airports service the area: Orange County Airport, only 10 minutes down the San Diego Freeway, offers many California and Arizona destinations with full service from Hughes Air West, Air California and Golden West Airlines. Many local business commuters make the San Francisco, Sacramento or the Phoenix round-trip in the same day - only a 55 minute flight to either city.



Los Angeles International Airport, just 35 freeway miles up the San Diego Freeway, has passenger and freight service to global destinations with a variety of major carriers.

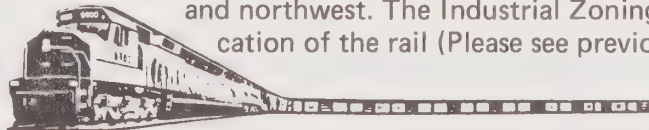
Just 15 miles up the San Diego Freeway is the Long Beach Airport served by Pacific Southwest Airlines.

Ontario International Airport has again lengthened their runways to meet the growth of passenger and freight traffic - most transcontinental lines are here too. It's now closer by freeway - about 45 minutes.

Huntington Beach's private plane Meadowlark Airport is situated between both industrial areas on Warner Avenue.

RAIL

The Southern Pacific Rail Road serves the city's Gothard Street industrial corridor which forms the central spine of the community. This service permits direct line shipments over the S.P.R.R. system to midwest and northwest. The Industrial Zoning Map herein gives the exact location of the rail (Please see previous page).



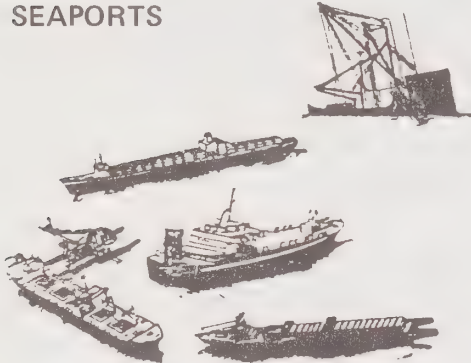
LOCAL & NATIONAL BUS LINES

The Orange County Transit District, formed in recent years, has now expanded bus routes to criss-cross Orange County with 59 lines covering over 1,322 miles. The OCTD links up with the Southern California Rapid Transit District out of the Los Angeles area. While auto is still king for most workers in Southern California and rapid, mass transportation is slow in getting off the drawing board the new OCTD lines have been a boon to many commercial and industrial employees who now can cross many city lines to reach new employment, without pulling up roots from their home communities.



The Greyhound Bus Lines serves the City from its bus station in downtown Huntington Beach, one block from the city pier on Main Street. Trailways and Greyhound transcontinental lines emanate from the county seat, Santa Ana.

SEAPORTS



Complete port facilities await the importer-exporter at both Long Beach (25 minutes away) and Los Angeles (35 minutes away). With all berths only a few miles from the open sea turnaround times average 24 hours or less for container, roll on-roll off and LASH operations. In addition the ports offer petroleum terminals, bulk loading areas and the general cargo facilities. Another feature, intermodal interchange, with hundreds of trucking lines and three major railroads - Santa Fe, Southern Pacific and Union Pacific - loading and unloading right at dockside.

UTILITIES

ELECTRICITY

Electricity is provided to the area by Southern California Edison Company, an investor-owned electric utility serving more than 7.5 million people in Central and Southern California.

Special services are available to both prospective and existing industrial customers as aids in planning for electrical requirements. Edison's rate advisory service helps customers to obtain the most favorable rates consistent with the local characteristics. Rules and electrical service requirements are available to architects, plant engineers and contractors to assist them in the design of a plant's electrical system.

Rates applicable to the City of Huntington Beach are available at the SCE District Office located at 7333 Bolsa, Westminster, California 92683, (714) 835-3833, and/or the Area Resources Department located at 2244 Walnut Avenue, Rosemead, California 91770, (213) 572-1971.

NATURAL GAS

The Southern California Gas Company provides natural gas, the sources of which are both local and interstate. The rate that would apply is dependent on the type of service required. Rates are available upon request at the company's business office, 311 Main Street, Huntington Beach, California 92648, (714) 536-6526, and/or the Area Resources Department, 810 South Flower Street, Los Angeles, California, 90017 (213) 689-2345.

TELEPHONE

The north coastal area of Orange is served by the General Telephone Company of California, a subsidiary of General Telephone and Electronics Corporation which has telephone operations and manufacturing in 38 states and several foreign countries.

The company offers complete communication services, including voice and data transmission, signal circuits, inter-com and voice paging systems.

Free consultant service by a business communications specialist may be obtained by the local district office in the Huntington Center Shopping Complex at 7777 Edinger Avenue, Huntington Beach, California 92647, (714) 842-3311.

WATER

The Huntington Beach Water Department operates this city-owned utility. Its water supply is obtained basically from two sources; ten local wells and water supplied by the Metropolitan Water District. MWD's supply comes from both the Colorado River aquaduct and the Feather River water from Northern California, the latter a 15-year project completed as far south as Riverside in 1974. The Riverside - San Diego link was recently completed on this ambitious state project. Presently, due to the drought in Northern California, MWD is drawing heavily on the Colorado River supply to alleviate the upstate problem.

For a chemical analysis of local water or any information regarding water department service contact: Huntington Beach Water Department, Post Office Box 711, or 2000 Main Street, Huntington Beach, California 92648, (714) 536-5231.

Current water rates as of 8/76 are as follows:

WATER RATES: The water rates to be charged monthly and collected monthly or bimonthly as may be determined by the city from consumers of water supplied by the city are established and the water department is authorized and directed to charge and collect the same as follows:

DOMESTIC, COMMERCIAL AND INDUSTRIAL SERVICE

	Quantity Rates
First 700 cu. ft. or less	\$2.65
Next 4300 cu. ft., per 100 cu. ft.....	0.28
Over 5000 cu. ft., per 100 cu. ft.....	0.23

MINIMUM CHARGES		
Size of Service	Minimum charge per month	Water in cu. ft.
5/8" or 3/4"	\$ 2.65	700
1"	4.89	1,500
1-1/2"	6.29	2,000
2"	9.09	3,000
3"	19.29	7,000
4"	35.39	14,000
6"	60.69	25,000
8"	83.69	35,000
10"	118.19	50,000

A charge of One Dollar (\$1) shall be made for each unit in excess of one connected to each meter.

"Unit" means any building or a portion of a building consisting of one or more rooms separated from the rest of the building by a partition, occupied independently of the other parts of the building, or another building.

HUNTINGTON BEACH LABOR FORCE TRENDS & OUTLOOK

As we go to press the State's Employment Development Department reported Orange County had a seasonally adjusted jobless rate of 4.5% in March 1977, the lowest since May 1974. Further, the EDD reports: "Of the 30 major metropolitan areas in the U.S. only Dallas-Fort Worth had a lower jobless rate than Orange County in January 1977." "The current 4.5 rate for the county stands in sharp contract to the higher rates for the United States (7.5), California (7.8), Los Angeles (7.3), and San Diego (10.1)."

From the year previous through March 1977 unemployment dropped from 52,500 to 40,200 persons. "The outlook is for continued job expansion in Orange County at a rate in excess of six percent annually," the EDD reports. Employment will be increased in the ensuing months by "several firms planning to move operations to Orange County." One such operation is underway in Huntington Beach. The Wieser and Falcon Division of Norris Industries is constructing a million square foot facility in the Huntington Beach Industrial Park and will eventually employ some 2,000 plus workers there.

The following pages detail the above information, plus a March, 1977 Orange County Wage & Salary Study, and some labor force comparisons of nation, state and Orange County over the past eight years.

Employment in Huntington Beach has moved steadily upward from the 60's as the City grew in population. The bedroom community aspect of this L.A. County - line area is changing to a more self-sufficient one with more and more local employment created through new commercial and industrial investment coming into the City. Also this growing employment factor reduces the number of city residents who now have to commute 20-30-40 miles, each way, for their livelihood. The chart that follows shows the City as the state's employment analysts saw Huntington Beach from July '68 thru July '74. (The latest figures issued).

Some dramatic increases have occurred since '74 in both the commercial and the industrial areas. We learn from the City's active License Department, in their February '77 report, that the City now has 455 industrial firms operating, compared with the 86 reported by State in July 1974. From a March mail and phone survey of these industrials Economic Development learned that the 6,423 reported working in manufacturing in July '74 has risen to the present 10,540.

Further, during 1976 alone, 315 firms increased to the 455 figure and manufacturing employment increased by 3,117 persons during the year.

The Trade group totaled 500 locations in July 1974 - at the end of 1976 the State Board of Equalization reported 862 such retail units in Huntington Beach with the resulting increased employment factor not yet officially determined. (See earlier pages for 1969-76 Sales Trends).

**Huntington Beach
Locations and Wage and Salary Employment by Industry**

INDUSTRY	Locations July '74	Employment						
		July '74	July '73	July '72	July '71	July '70	July '69	July '68
Total	1,435	29,212	29,090	29,015	25,611	22,650	18,713	17,395
Agriculture	16	755	524	667	480	307	201	458
Mining	13	513	515	505	561	508	559	509
Construction	123	875	1,161	977	609	567	214	523
Manufacturing	86	6,423	7,915	9,096	7,519	7,428	5,991	8,426
Durable goods	56	*	*	*	*	*	*	*
Aerospace	12	*	*	*	*	*	*	*
Nondurable goods	30	*	*	*	*	*	*	*
Trans/comm/utilities	47	997	1,008	1,003	1,018	849	718	871
Trade	500	7,739	7,234	6,747	6,761	5,407	4,243	2,660
Fin/ins/real estate	105	1,151	1,218	958	850	665	665	451
Services	451	3,719	3,334	2,843	2,706	2,232	1,811	1,488
Government	83	7,017	6,177	6,197	5,087	4,677	4,308	2,008
Unclassified	11	23	*	22	20	10	*	*

* Entry cannot be shown because of disclosure regulations.

Source: Employment Develop. Dept.
Employ. Data & Research
28 Civic Center Plaza, Rm. 762
Santa Ana, Ca 92701

ORANGE COUNTY LABOR MARKET BULLETIN



ORANGE COUNTY WAGE AND SALARY STUDY

March 1977

Employment Data & Research
Southern California

Table I. Employment and Unemployment in Orange County

Item	Mar '77	Feb '77 *	Jan '77 *	Mar '76
Total civilian labor force ^{a/}	845,300	838,300	838,200	808,500
	805,100	796,700	795,400	756,000
Unemployment	40,200	41,600	42,800	52,500
Adjusted rate (%)	4.5	4.7	4.9	6.2
Unadjusted rate (%)	4.8	5.0	5.1	6.5
Area classification ^{b/}	C	C	C	C

* January and February 1977 unemployment revised to incorporate new entrant and re-entrant factors from the U S Dept of Labor.

^{a/} Total labor force (and components) by place of residence and including workers involved in trade disputes.

^{b/} Effective April 1, 1977 classification is "C" Area of moderate unemployment.

The number of unemployed residents in Orange County declined by 1,400 in March to a total of 40,200 — a drop of 23 percent from the year-ago level of 52,500. The seasonally adjusted unemployment rate took a corresponding decrease to 4.5 percent in March from 4.7 in February and 6.2 one year ago. Approximately 19,700 workers received unemployment insurance compensation in March and another 8,200 long-term unemployed were on extended claims after using up their UI benefits. These insured unemployed comprised nearly 70 percent of all jobless workers in the county. The civilian labor force expanded by 7,000 over the past thirty days, and was up 36,800 or 4.6 percent from March 1976.

The number of wage and salary workers employed by firms located in Orange County rose by 6,100 between February and March to a total of 635,200. The service industry showed a 1,400 increase from February as amusement parks increased staffing in advance of the usual Easter peak, and the quarter horse racing season began. The strawberry harvest began in March, accounting for most of the 1,400 monthly rise in farm labor requirements. The trade sector added 500 jobs in March as wholesale packing rose seasonally and several new restaurants and a discount department store opened. Government payrolls showed a 500 seasonal increase during the report month in the public schools. Contract construction employment advanced by 800 between February and March as clear weather conditions permitted building activities to expand and limited work began on a few of the new public works projects which were approved for Orange County. New firms helped boost employment in the finance-insurance-real estate division by 300 over the past thirty days, and 200 jobs were added in the transportation sector.

Manufacturing employment expanded by 1,000 in the report month to a peak level of 163,600 equalling the previous all-time high attained in August 1974. Several new firms located in Orange County including Dyna Drill, Grumman Aerospace, Norris Industries, and Triple A Container. Fabricated metals and the transportation equipment group each posted monthly gains of 300. The rubber-plastics and scientific instruments group each rose by 200 in March and smaller gains were registered in several categories. Two hundred workers were laid off by electronics firms, and food processing and furniture firms also had reductions in force.

THRE THROUGH THE EMPLOYMENT DEVELOPMENT DEPARTMENT

EDITOR'S NOTE:

Orange County is indeed fortunate to have a steady, reliable source of varied information on Labor Statistics, Employment by Industry, Area Manpower Reviews, Major Employment Opportunities, etc. The above monthly Bulletin is the comprehensive recap on the Orange County market. For prompt and complete labor market information we recommend you contact:

Alta M. Yetter, Labor Market Analyst
State of California, Employment Development Dept.
28 Civic Center Plaza, Room 762
Santa Ana, CA 92701
Phone: (714) 558-4411

INTRODUCTION

The WAGE AND SALARY STUDY for Orange County is a composite of three separate surveys of private industry in the area. It has been produced in response to constant and widespread requests for both current and local information from various Employment Development Department offices, state agencies and civil service jurisdictions, CETA prime sponsors, business establishments, trade and professional associations, as well as private individuals. The surveys selected cover a broad cross-section of private industry and measure the level of occupational earnings at a particular time. The occupations surveyed are common to a variety of manufacturing and nonmanufacturing industries. Job descriptions are generalized and allow for minor differences among establishments in specific duties performed.

The data included in this report are from the latest wage and salary surveys of the U S Department of Labor, the State Personnel Board, and the combined effort of five cities and the County of Orange. An additional listing (Appendix A) offers union wage data for selected craft occupations in the building trades from the latest release of the California Department of Industrial Relations.

Sources of the data, survey dates, and definitions of statistical terms are shown at the end of the alphabetical listing of occupations.

Percent increases in average hourly earnings for selected occupational groups, adjusted for employment shifts, in Anaheim—Santa Ana—Garden Grove, Calif., for selected periods

Industry and occupational group (men and women combined)	October 1974 to October 1975	October 1975 to October 1976
All industries:		
Office clerical.....	8.1	6.6
Electronic data processing.....	6.2	5.9
Industrial nurses.....	•	•
Skilled maintenance trades **.....	8.7	8.0
Unskilled plant workers **.....	5.3	10.6
Manufacturing:		
Office clerical.....	8.6	6.2
Electronic data processing.....	•	•
Industrial nurses.....	•	•
Skilled maintenance trades **.....	8.7	8.3
Unskilled plant workers **.....	•	•
Nonmanufacturing:		
Office clerical.....	7.5	7.1
Electronic data processing.....	•	•
Industrial nurses.....	•	•
Skilled maintenance trades **.....	•	•
Unskilled plant workers **.....	3.7	12.3

• Data do not meet publication criteria.

** Percent increases for periods ending prior to 1976 relate to men only.

Sources: U S Dept of Labor Wage Survey

ORANGE COUNTY WAGE AND SALARY STUDY

Occupation	Weighted Average	Middle Range	Time Period	Source
Accountant	\$1,179.00	\$1,047.00-1,300.00	Mo	OO
Attorney, Assistant	1,664.00	1,523.00-1,749.00	Mo	SPB
Attorney, Associate	2,264.00	1,940.00-2,600.00	Mo	SPB
Attorney, Beginning	1,347.00	1,172.00-1,347.00	Mo	SPB
Attorney, Senior	3,038.00	2,711.00-3,400.00	Mo	SPB
Auditor	1,447.00	1,274.00-1,556.00	Mo	SPB
Automotive Mechanic	1,198.00	1,116.00-1,351.00	Mo	OO
Automotive Mechanic : See also Motor Vehicle Maintenance and Mechanic				
Automotive Serviceman	943.00	780.00-1,220.00	Mo	OO
Buyer	1,281.00	1,155.00-1,410.00	Mo	OO
Carpenter	1,152.00	1,014.00-1,294.00	Mo	SPB
Carpenter	1,234.00	1,116.00-1,339.00	Mo	OO
Carpenter/Carpenter Maintenance	6.80	6.07- 7.49	Hr	DOL
Chemist	1,364.00	1,200.00-1,455.00	Mo	SPB
Clerk, Accounting	789.00	695.00- 867.00	Mo	OO
Clerk, Accounting, Class A	183.00	155.50- 196.50	Wk	DOL
Clerk, Accounting, Class B	156.50	133.50- 172.50	Wk	DOL
Clerk, File, Class A	133.50	103.50- 167.50	Wk	DOL
Clerk, File, Class B	134.50	112.00- 141.00	Wk	DOL
Clerk, File, Class C	117.50	100.00- 126.50	Wk	DOL
Clerk, Intermediate	724.00	607.00- 797.00	Mo	SPB
Clerk, Junior	583.00	499.00- 622.00	Mo	SPB
Clerk, Junior/Inter Steno-Clerk	834.00	724.00- 920.00	Mo	SPB
Clerk, Order	174.50	148.00- 184.00	Wk	DOL
Clerk, Payroll	180.50	155.50- 194.00	Wk	DOL
Clerk, Receiving	5.33	4.28- 6.24	Hr	DOL
Clerk, Routine, General Office	573.00	500.00- 614.00	Mo	OO
Clerk, Shipping	5.13	4.44- 6.08	Hr	DOL
Clerk, Shipping/Receiving	4.79	4.06- 5.55	Hr	DOL
Clerk, Stock	879.00	734.00-1,056.00	Mo	OO
Clerk-Typist, Class A	145.00	129.00- 158.00	Wk	DOL
Clerk-Typist, Class B	125.50	103.50- 132.50	Wk	DOL
Clerk-Typist, Experienced	705.00	650.00- 774.00	Mo	OO
Clerk-Typist, Routine	636.00	571.00- 677.00	Mo	OO

ORANGE COUNTY WAGE AND SALARY STUDY

Occupation	Weighted Average	Middle Range	Time Period	Source
Computer Operator	\$ 942.00	\$ 815.00-1,015.00	Mo	SPB
Computer Operator, Class A	254.00	226.50- 278.50	Wk	DOL
Computer Operator, Class B	234.00	210.00- 255.50	Wk	DOL
Computer Operator, Class C	183.00	161.00- 197.00	Wk	DOL
Computer Programmer, Business, Class A	339.00	310.50- 368.00	Wk	DOL
Computer Programmer, Business, Class B	300.50	281.50- 327.00	Wk	DOL
Computer Programmer, Business, Class C	257.50	231.50- 277.50	Wk	DOL
Computer Programmer, Business, Class A	1,506.00	1,375.00-1,650.00	Mo	SPB
Computer Systems Analyst, Business, Class A	397.50	368.00- 416.50	Wk	DOL
Computer Systems Analyst, Business, Class B	346.50	312.50- 372.00	Wk	DOL
Computer Programmer/Systems Analyst : See Also Systems Analyst				
Cook	778.00	700.00- 848.00	Mo	SPB
Drafter, Class A	255.50	230.00- 276.00	Wk	DOL
Drafter, Class B	223.00	185.00- 246.00	Wk	DOL
Drafter, Class C	174.50	155.00- 192.00	Wk	DOL
Drafter, Engineering	1,109.00	1,006.00-1,236.00	Mo	OO
Drafter, Engineering	955.00	850.00-1,037.00	Mo	SPB
Electrician, Maintenance	7.46	6.42- 8.07	Hr	DOL
Electrician	1,246.00	1,142.00-1,353.00	Mo	SPB
Electrician	1,288.00	1,202.00-1,413.00	Mo	OO
Electronic Technician	247.50	194.00- 309.00	Wk	DOL
Electronic Technician, Class A	291.50	252.50- 327.50	Wk	DOL
Electronic Technician, Class B	234.00	192.00- 283.00	Wk	DOL
Electronic Technician, Class C	176.00	160.00- 182.00	Wk	DOL
Engineer, Assistant	1,478.00	1,385.00-1,550.00	Mo	SPB
Engineer, Associate	1,824.00	1,675.00-1,952.00	Mo	SPB
Engineer, Junior	1,226.00	1,166.00-1,242.00	Mo	SPB
Engineer, Junior Civil	1,111.00	1,029.00-1,217.00	Mo	OO
Engineer, Safety	1,437.00	1,258.00-1,599.00	Mo	SPB
Engineer, Senior	2,187.00	2,020.00-2,305.00	Mo	SPB
Engineer, Stationary	1,335.00	1,220.00-1,413.00	Mo	SPB
Engineer, Stationary	7.32	6.75- 8.04	Hr	DOL
Engineer, Stationary, High Pressure	1,181.00	1,019.00-1,339.00	Mo	OO

ORANGE COUNTY WAGE AND SALARY STUDY

Occupation	Weighted Average	Middle Range	Time Period	Source
Fork Lift Operator	\$ 5.64	\$ 5.11- 6.19	Hr	DOL
Groundskeeper	832.00	752.00- 856.00	Mo	CO
Guard and Watchman	3.20	2.50- 3.25	Hr	DOL
Guard, Manufacturing	5.53	4.68- 6.41	Hr	DOL
Guard : See also Security Officer				
Janitor	674.00	520.00- 748.00	Mo	SPB
Janitor	754.00	609.00- 880.00	Mo	CO
Janitor, Porter, and Cleaner	3.33	2.50- 3.95	Hr	DOL
Key Punch Operator	843.00	716.00- 952.00	Mo	CO
Key Punch Operator	764.00	660.00- 861.00	Mo	SPB
Key Punch Operator, Class A	193.50	163.50- 228.00	Wk	DOL
Key Punch Operator, Class B	165.00	140.00- 184.00	Wk	DOL
Laboratory Technologist (Clinical)	1,330.00	1,181.00-1,497.00	Mo	SPB
Laborer	820.00	646.00- 958.00	Mo	CO
Laborer, Heavy	942.00	796.00-1,063.00	Mo	SPB
Laborer, Material Handling	4.60	4.28- 5.20	Hr	DOL
Machine-Tool Operator	7.05	6.85- 7.28	Hr	DOL
Machinist	1,206.00	1,043.00-1,355.00	Mo	SPB
Machinist, Maintenance	6.74	5.87- 7.63	Hr	DOL
Mechanic, Heavy Equipment	1,245.00	1,161.00-1,358.00	Mo	SPB
Mechanic, Maintenance	6.62	6.87- 7.32	Hr	DOL
Mechanic : See also Automotive Mechanic				
Messenger	140.50	116.00- 156.50	Wk	DOL
Motor Vehicles, Maintenance	6.81	5.70- 7.84	Hr	DOL
Nurse, Registered	1,143.00	1,083.00-1,231.00	Mo	SPB
Nurse, Registered Industrial	244.00	227.00- 267.50	Wk	DOL
Offset Duplicating Machine Operator	760.00	648.00- 849.00	Mo	CO
Offset Duplicating Machine Operator	854.00	734.00- 966.00	Mo	SPB
Order Clerk : See Clerk, Order				
Order Filler	6.41	5.08- 7.48	Hr	DOL
Packer, Shipping	3.56	2.50- 4.28	Hr	DOL
Painter	1,147.00	1,043.00-1,292.00	Mo	SPB
Painter	1,180.00	1,116.00-1,315.00	Mo	CO
Painter, Maintenance	5.37	4.03- 6.24	Hr	DOL

ORANGE COUNTY WAGE AND SALARY STUDY

Occupation	Weighted Average	Middle Range	Time Period	Source
Payroll Clerk : See Clerk, Payroll				
Pharmacist	\$1,905.00	\$1,811.00-1,987.00	Mo	SPB
Photographer	1,329.00	1,109.00-1,456.00	Mo	SPB
Physical Therapist	1,203.00	1,108.00-1,294.00	Mo	SPB
Physician-Surgeon	3,567.00	3,000.00-4,000.00	Mo	SPB
Physician Surgeon, Specialist	4,177.00	3,600.00-4,667.00	Mo	SPB
Plumber	1,263.00	1,139.00-1,329.00	Mo	CO
Receiving Clerk : See Clerk, Shipping/Receiving				
Receptionist : See Switchboard Operator/Receptionist				
Secretary	962.00	860.00-1,021.00	Mo	CO
Secretary	204.00	172.50- 231.00	Wk	DOL
Secretary, Class A	238.00	207.00- 266.50	Wk	DOL
Secretary, Class B	224.00	196.00- 250.00	Wk	DOL
Secretary, Class C	211.50	184.00- 240.00	Wk	DOL
Secretary, Class D	181.00	158.00- 197.00	Wk	DOL
Security Officer	1,060.00	903.00-1,172.00	Mo	CO
Security Officer : See also Guard				
Shipping Clerk : See Clerk, Shipping				
Staff Service Analyst	1,536.00	1,300.00-1,760.00	Mo	SPB
Stenographer, Experienced	789.00	710.00- 868.00	Mo	CO
Stenographer, General	168.00	143.00- 180.00	Wk	DOL
Stenographer, Legal	1,061.00	981.00-1,139.00	Mo	SPB
Stenographer, Senior	193.00	164.50- 222.00	Wk	DOL
Switchboard Operator	164.50	130.00- 189.00	Wk	DOL
Switchboard Operator/Receptionist	144.50	126.50- 156.50	Wk	DOL
Systems Analyst	1,727.00	1,544.00-1,886.00	Mo	SPB
Systems Analyst : See also Computer Systems Analyst				
Telephone Operator	751.00	634.00- 830.00	Mo	CO
Tool and Die Maker	6.95	6.45- 7.50	Hr	DOL
Transcribing Machine Typist	124.00	113.00- 132.00	Wk	DOL
Truck Driver	1,136.00	919.00-1,298.00	Mo	CO
Truck Driver	6.55	5.19- 7.76	Hr	DOL
Truck Driver, Heavy	1,192.00	1,134.00-1,307.00	Mo	SPB
Truck Driver, Heavy	1,345.00	1,314.00-1,394.00	Mo	CO
Truck Driver, Heavy (other than trailer type over 4 tons)	5.95	4.25- 8.44	Hr	DOL
Truck Driver, Heavy (trailer (trailer type over 4 tons)	7.21	7.11- 7.76	Hr	DOL

ORANGE COUNTY WAGE AND SALARY STUDY

Occupation	Weighted Average	Middle Range	Time Period	Source
Truck Driver, Light	\$1,021.00	\$ 881.00-1,241.00	Mo	SPB
Truck Driver, Light((under 1½ tons)	4.42	3.09- 5.61	Hr	DOL
Truck Driver, Medium (1½-4 tons inc)	6.74	5.75- 7.97	Hr	DOL
Typist : See Clerk Typist and Transcribing Machine Typist				
Warehouseman	5.25	4.08- 6.78	Hr	DOL
X-ray Technician	1,007.00	945.00-1,062.00	Mo	SPB

SOURCES:

SPB: Los Angeles Metropolitan Wage and Salary Survey (includes Orange County) conducted by State Personnel Board, October 1976.

CO: County of Orange Cooperative Salary Survey of Private Industry; prepared by the personnel departments of County of Orange, and cities of Anaheim, Garden Grove, Irvine, Orange, and Santa Ana, February 1977.

DOL: U S Dept of Labor "Area Wage Survey - Anaheim-Santa Ana-Garden Grove SMSA", October 1976. Full survey with occupational definitions and supplementary information may be purchased from the Dept of Labor's Regional Administrative Office, 450 Golden Gate Avenue, Box 36017, San Francisco CA 94102. Price: 75¢.

DEFINITIONS:

Weighted Average: Total earnings for all workers divided by number of workers.

Middle Range: Defined by two rates of pay; a fourth of the workers earn less than the lower of these rates and a fourth earn more than the higher rate.

APPENDIX A

BUILDING TRADES UNION WAGE RATES ORANGE COUNTY

Trade	Journeyman Hourly Wage Rate	Expiration Date
Asbestos Worker	\$12.10	7-31-77
Boilermaker-Blacksmith	12.80	3-31-77
Bricklayer	10.80 a/	4-30-77
Bricktender	8.255	6-15-77
Carpenter	9.54	6-15-77
Carpet Layer	10.32	1-31-77
Cement Mason	9.41	6-15-77
Drywall Installer	11.21	7-31-77
Electrician	12.25	2-28-77
Fence Erector	10.41	6-30-77
Glazier	11.19 b/	7-31-77
Ironworker	11.30	6-30-77
Irrigation & Lawn Sprinkler Filler	8.80	6-30-77
Laborer, General or Construction	7.65	6-30-77
Lather	10.90	6-28-77
Marble Setter	10.80 a/	4-30-77
Millwright	10.04	6-15-77
Painter, Brush	10.99	6-30-77
Painter, Spray	11.24	6-30-77
Painter, Steel & Bridge	11.49	6-30-77
Pipefitter, Airconditioning & Refrigeration	11.935	8-31-77
Plasterer	11.385	4-30-77
Plastertender	10.175	6-15-77
Plumber	11.66	6-30-77
Roofer	11.59 c/	8-15-77
Sheet Metal Worker	11.62 d/	6-30-77
Steamfitter	11.66	6-30-77
Teamster, Driver 2 Axle	8.80	6-15-77
Tile Setter	11.40 e/	5-31-77
Tile Setter Helper	8.96	5-31-77

a/ 50¢ per hour withheld from wages and sent to vacation fund.

b/ 13% of gross wages withheld and sent to vacation-holiday fund.

c/ \$1.00 per hour withheld from wages and sent to vacation fund.

d/ 10% of gross wages withheld and sent to vacation-holiday fund.

e/ 50¢ per hour withheld from wages and sent to vacation and Christmas savings fund.

SOURCE: Prevailing Wage Unit
Division of Labor Statistics & Research
Department of Industrial Relations
P O Box 603
San Francisco CA 94101

Labor Force, Employment and Unemployment: 1967-1975

UNITED STATES, CALIFORNIA AND ORANGE COUNTY: YEARLY AVERAGES

YEAR AND AREA	CIVILIAN LABOR FORCE	EMPLOYMENT	UNEMPLOYMENT	UNEMPLOYMENT RATE
1967				
United States	77,347,000	74,372,000	2,975,000	3.8
California	7,679,000	7,242,000	437,000	5.7
Orange County	539,000	513,000	26,000	4.8
1968				
United States	78,737,000	75,920,000	2,817,000	3.6
California	7,792,000	7,369,000	423,000	5.4
Orange County	545,000	522,000	23,000	4.2
1969				
United States	80,734,000	77,902,000	2,832,000	3.5
California	7,919,000	7,508,000	411,000	5.2
Orange County	566,000	541,000	25,000	4.4
1970				
United States	82,715,000	78,627,000	4,088,000	4.9
California	8,129,000	7,540,000	589,000	7.2
Orange County	577,000	539,000	38,000	6.6
1971				
United States	84,113,000	79,120,000	4,993,000	5.9
California	8,382,000	7,646,000	736,000	8.8
Orange County	600,000	553,000	47,000	7.8
1972				
United States	86,542,000	81,702,000	4,840,000	5.6
California	8,596,000	7,943,000	653,000	7.6
Orange County	630,000	591,000	39,000	6.2
1973				
United States	88,714,000	84,409,000	4,304,000	4.9
California	8,788,000	8,173,000	615,000	5.2
Orange County	699,000	663,000	36,000	5.2
1974				
United States	91,011,000	85,936,000	5,076,000	5.6
California	9,196,000	8,526,000	670,000	7.3
Orange County	731,000	692,000	39,000	5.3
1975				
United States	92,613,000	84,783,000	7,830,000	8.5
California	9,380,000	8,455,000	925,000	9.9
Orange County	786,000	726,000	60,000	7.6

SOURCE: California Employment Development Dept., Employment Data and Research, Southern California

COMMUNITY SERVICES

CITY FINANCE*

Huntington Beach is a financially sound charter city, governed by a City Council of 7 members who vote the Mayor from their number for a one-year term and who appoint the City Administrator. The 1976 - 1977 assessed valuation is third largest in Orange County — \$710,079,235. It's current 1976 - 1977 bonded indebtedness is \$2,830,000 in revenue bonds, and \$5,220,000 general obligation bonds.

To meet the spectacular growth of the City in the past 15 years several new capital improvements have come on-line in the past four years; namely, a five-story civic center, a police facility, a city service yard, 34 new parks and a central library.

Despite all these capital improvements the Council has retained the \$1.62 rate for the city for the seventh straight year.

* Source: Huntington Beach Finance Department.

TAXES

Property is assessed at 25% of its full market value. Below is a typical 1976-1977 tax rate for one industrial area in the city.

TYPICAL HUNTINGTON BEACH INDUSTRIAL TAX RATE**

COUNTY SCHOOL BUILDING AID ED. CODE 19683.50013	
CO. PHYSICALLY HANDICAPPED TAX0023	
DEPT. OF EDUC. CAPITAL OUTLAY FUNDS0035	
FOUNTAIN VALLEY ELEM. SCHOOL DIST. - GENERAL FUND	1.3386	
FOUNTAIN VALLEY ELEM. SCHOOL DIST. - BASIC - BOND I/R FUND2760	
HUNTINGTON BEACH HS - FV EL BASIC - BOND I/R FUND1022	
AREA WIDE SCHOOL TAX - HUNTINGTON BEACH HI SCHOOL DIST.9947	
HUNTINGTON BEACH HIGH SCHOOL - GENERAL FUND	2.3172	
DEVELOPMENT CENTER TAX0243	
COAST COMMUNITY COLLEGE - GENERAL FUND8022	
SCHOOL INSTITUTION TUITION TAX0680	5.9303
COUNTY FUNDS		1.4300
HUNTINGTON BEACH CITY		1.6200
ORANGE COUNTY TRANSIT DIST.0426
ORANGE COUNTY FLOOD CONTROL DIST.1872
ORANGE COUNTY PARK & HARBOR DIST.1979
VECTOR CONTROL DISTRICT0092
METRO WATER DIST. - MUN. ORANGE CO. - ORIGINAL AREA1300
MUNICIPAL WATER DIST. OF ORANGE CO. - ORIGINAL AREA0000
		9.5472C
ORANGE CO. SANITATION DIST. #34220	
ORANGE CO. WATER DIST.0800	.5020A
ORANGE COUNTY WATER DIST. - WATER RESERVE0036R
		10.0528**

**Per \$100 assessed valuation (Above for Area Code Identification No. 04-012).

KEY

- C - Tax on All Property
- A - Tax on Land and Improvements
- R - Tax on Land excluding Mineral Rights

SOURCE: County of Orange Tax Rates - 1976-1977.

SAFETY SERVICES

FIRE PROTECTION

Thirteen (13) fire stations now serve the City due to the "Boundary Drop" procedure which is in effect between the cities of Huntington Beach, Fountain Valley, Seal Beach and Westminster. The four (4) cities, through a Joint Powers Agreement, also share a training and communications facility within the City. One additional fire station has been approved in the Huntington Harbour area while a second station will be erected in the heart of the northwest industrial area.

The department's modern fire-fighting equipment includes: eight engine companies, two snorkel ladder companies and a fire boat for our marina community area. The fire protection capability has been improved by the combining of the City's fire dispatching operation with the neighboring cities under a Joint Powers Agreement. The second of the Huntington Beach Fire Department's paramedic units went into service on July 1st, 1975. Through the boundary drop arrangement, there are actually five (5) paramedic units covering three cities.

As a result of strenuous performance goals that were set and met over the recent years, in 1970 the Insurance Services Office reduced fire defense ratings from Class 5 to Class 3, city-wide.

POLICE PROTECTION

At the present, the Huntington Beach Police Department currently has 342 employees which includes 178 sworn personnel. The organization has achieved a level of professional excellence with the sworn personnel averaging 8.8 years of experience and in excess of 98 units of college education, as well as thousands of hours of specialized police training. It possesses a well-balanced rolling stock of patrol vehicles, motorcycles, identification and radar speed enforcement units.

In 1969, the Department was the first in Orange County to add helicopters, now having four in service. Nighttime aerial surveillance is enhanced by powerful search lights with close support from ground units. The airborne element of the Police Department provides rapid response in emergency cases and improves the Department's ability to deter crime and apprehend violators. The City has its own Police Heliport and Maintenance Center for greater proficiency and economy.

In addition to other resources, a three unit K-9 force has been added to the Patrol Bureau.

Back up personnel presently include Reserve Officers, Cadets and volunteer Junior Reserves. The volunteers free the professional policemen of certain routine duties aiding the Department's operation efficiency and effectiveness, passing on a great savings to the taxpayer.

The 10-4 Plan was originated in 1970 by the Huntington Beach Police Department. This advanced system of patrol deployment provides for the maximum utilization of personnel increasing the number of officers on the streets during critical hours by overlapping the shifts. This system, which consists of a four day, ten hour work week, has been proven a boon to increasing the availability of police officers to the community. The 10-4 Plan includes a squad policing concept, assigning the individual officer to the same geographical area over extended periods of time. This insures that the officer is totally aware of the needs of the citizens in his area and develops a feeling of responsibility that is necessary to respond to those needs.

The Department has been a pioneer in new and innovative systems. It has developed one of the nations first Computerized Command and Control Systems. This system allows the Department to process complaints and dispatch cars more rapidly and efficiently than in the past, providing the office with vital information to intensify the security of the community as well as insure his personal safety. The Computer Aided Dispatch System also includes an Automated Intrusion and Robbery Alarm Concept which reports the alarm activation directly to the police unit within three seconds of its origination. During 1975, an Automatic Vehicle Locator System was added. It insures the closest available cars to be dispatched to the scene of any reported incident, further reducing its response time on emergency calls.

HARBORS AND BEACHES DEPARTMENT

The Harbors and Beaches Department provides marine safety and ocean lifeguard service for the city's one mile beach, two miles of county beach, and two bay beaches in Huntington Harbour. A staff of seven marine safety officers and forty-eight recurrent lifeguard personnel are strategically scheduled on a daily basis throughout the year. The department employs the use of seven emergency mobile units and two ocean rescue vessels, which serve as a primary source of emergency backup and observational patrol.

The Harbors and Beaches Department is also responsible for beach, pier and harbor maintenance. Since March 1st, 1973, "Sunset Vista", an overnight camping facility for self-contained vehicles and trailers between First Street and Huntington Avenue, was opened to the public. This facility will be in operation from September 16th to May 31st of each year. (See Key Office Directory in later pages – call for detailed information.)

The Department takes great pride in its community-wide educational program which is highlighted by its sponsorship of a Junior Lifeguard Program participated in each summer during an eight-week period by 350 - 400 young men and women in the community between the ages of nine and sixteen years.

The Department by virtue of its unequalled safety record, pacesetting operational techniques and procedures, has earned national and international recognition as a leader in the marine safety, ocean lifeguarding, beach maintenance and water recreational development fields.

MEDICAL AND OTHER PROFESSIONALS

Two complete local medical facilities have expanded again to meet the local needs. Huntington Intercommunity Hospital now has a 141 bed facility and the Pacifica Hospital serves with a 109 bed unit.

Other medical facilities in the immediate area are: Westminster Community Hospital, Hoag Presbyterian in Newport Beach and Costa Mesa Memorial Hospital.

At the start of 1977, the City had 93 dentists, 135 M.D.'s in all specialties, 14 optometrists, 18 chiropractors, 10 physical therapists, 19 medical and dental labs, 5 research labs, and 10 veterinarians.

Other prominent professional groups in the City include: 67 attorneys, 30 accountants, 118 consultants of all types, 21 engineers and firms, 18 industrial designers, 68 interior decorators, 19 advertising and Public Relations agencies, 3 flight instructors and 3 morticians.

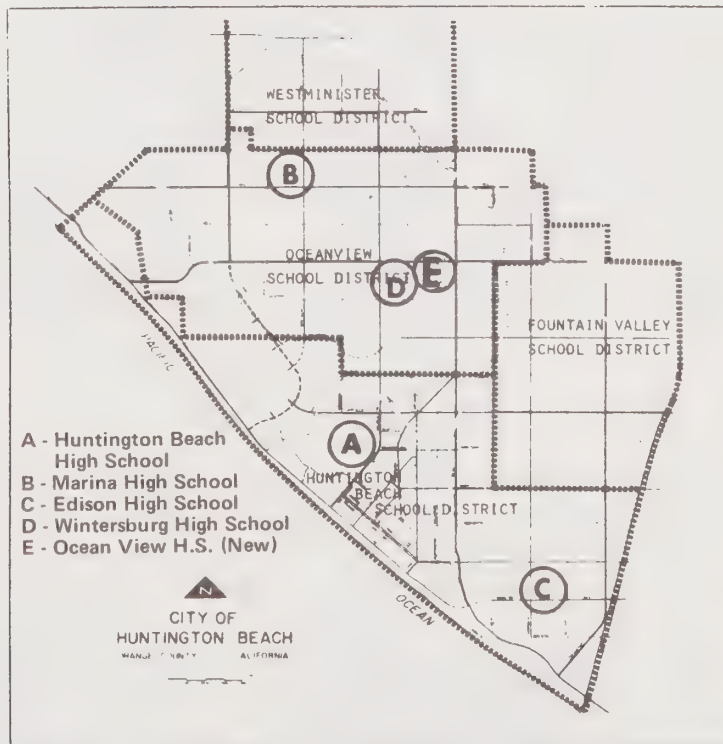
NOTE: The Economic Development Department offers a constantly updated list of professionals in the City.

EDUCATION

There are five school districts comprised of 37 elementary schools and four high schools now serving the community. Present enrollment is 28,608. Listed below is varied information on the five districts, including office addresses and phones for obtaining further school facts.

AVG. CLASS SIZE	ENROLLMENT PROJECTION	GRADES	BUSING PROGRAM	DRESS CODE	LUNCHEON PROGRAM	NUMBER OF SCHOOLS	DISTRICT OFFICE ADDRESS	DISTRICT PHONE
26	20,277	9-12	Yes-outside 2-mile radius	No	Cafeteria and Snack Bar	7	5201 Bolsa Huntington Beach	898-6711
28	8,577	K-8	K-2 ¾ mile 3-5 1 mile 6-8 2 miles	Yes	Hot Serving Line Snack Line	13	735 14th Huntington Beach	536-8851
28.5	13,700	K-8	K-3 ¾ mile 4-8 1 mile	Yes	Catered Hot Serving Line	25	7972 Warner Huntington Beach	847-2551
28	11,241	K-8	K-2 ¾ mile 3-8 1 mile	Yes	Hot Serving Line	19	1 Lighthouse Lane Fountain Vly.	842-6651
K-6 29.5 7-8 27.5	10,116	K-8	K ¾ mile 1-3 1 mile 4-6 1½ mile	Yes	Cafeteria	20	14121 Cedarwood Westminster	894-7324

ELEMENTARY SCHOOL DISTRICTS



Two year colleges in the area are: Golden West (in the City), Orange Coast and Saddleback. Four year schools are at Santa Ana, California State at both Long Beach and Fullerton. The Irvine campus of the University of California is just south of the City, as is the Southern California College in Costa Mesa. (Consult Key Office Directory in later pages for phones and addresses).

RECREATION AND PARKS

The City recently received the National Gold Medal Award for outstanding schievevement in the field of Recreation and Parks. Citation was "for enriching the quality of life within their community." Currently the city boasts a 40 unit park system which includes a two-lake, 250 acre Central Park. The recreation program is broad and imaginative. Local residents are encouraged to enjoy their leisure time to the fullest. (See Key Office Directory in the later pages - call for more detailed information).

Huntington Beach has long held the title of surfing capital of the United States. The 8.5 mile public access, broad, sandy beach also provides sunning, jogging, and swimming pleasures for over six million persons several months of the year. Two public golf courses are now in the city and several provate layouts are in the nearby communities. All major league sports are available in Anaheim and Los Angeles.

Track fans have year-round outlets at the Los Alamitos, Santa Anita, Hollywood and Del Mar ovals. Skiing, hiking and camping in the mountain areas are open to the residents a little more than an hour's drive away to the San Bernardino Mountains.

Year 'round fisherman cast their lines from the 1,821 foot concrete Municipal Pier. Sailing and power boat enthusiasts ply the broad reaches offshore between Huntington Harbour and Catalina Island.

Since 1974 over 69 miles of bike trails were completed throughout the City - linking up with Orange County's extensive system that follows the Santa Ana River's bank at the city's southern line.

LIBRARY

The imposing reflective glass-walled, new Central Library was dedicated in April 1975. It encompasses 74,000 square feet and sets on an imposing knoll overlooking the north lake of the new Central Park. Supported strongly by the community the \$5 million, information and cultural resource center eventually will house 350,000 books, magazines, cassettes and other materials. Other services include a book store, sound-proof music-practice rooms, audio-visual section and cable TV arrangement. Planned are a video-tape facility and computer-assisted instruction with the local Golden West College.

The original main library in the downtown area will now become a branch operation. Five reading centers are scattered around the city. The library's reception desk can be reached at (714) 842-4481.

CULTURAL PURSUITS

The well-established Huntington Beach Playhouse, which usually offers a 39-week season of tastefully done stage productions, will soon again be back on the boards in a new home being built for the company at Main and Mansion Streets.

The City's Community Concert Band serves the residents a variety of musical treats throughout the year.

Many active art groups produce sculpture and paintings that are marketed locally.

CHILDREN'S SERVICES

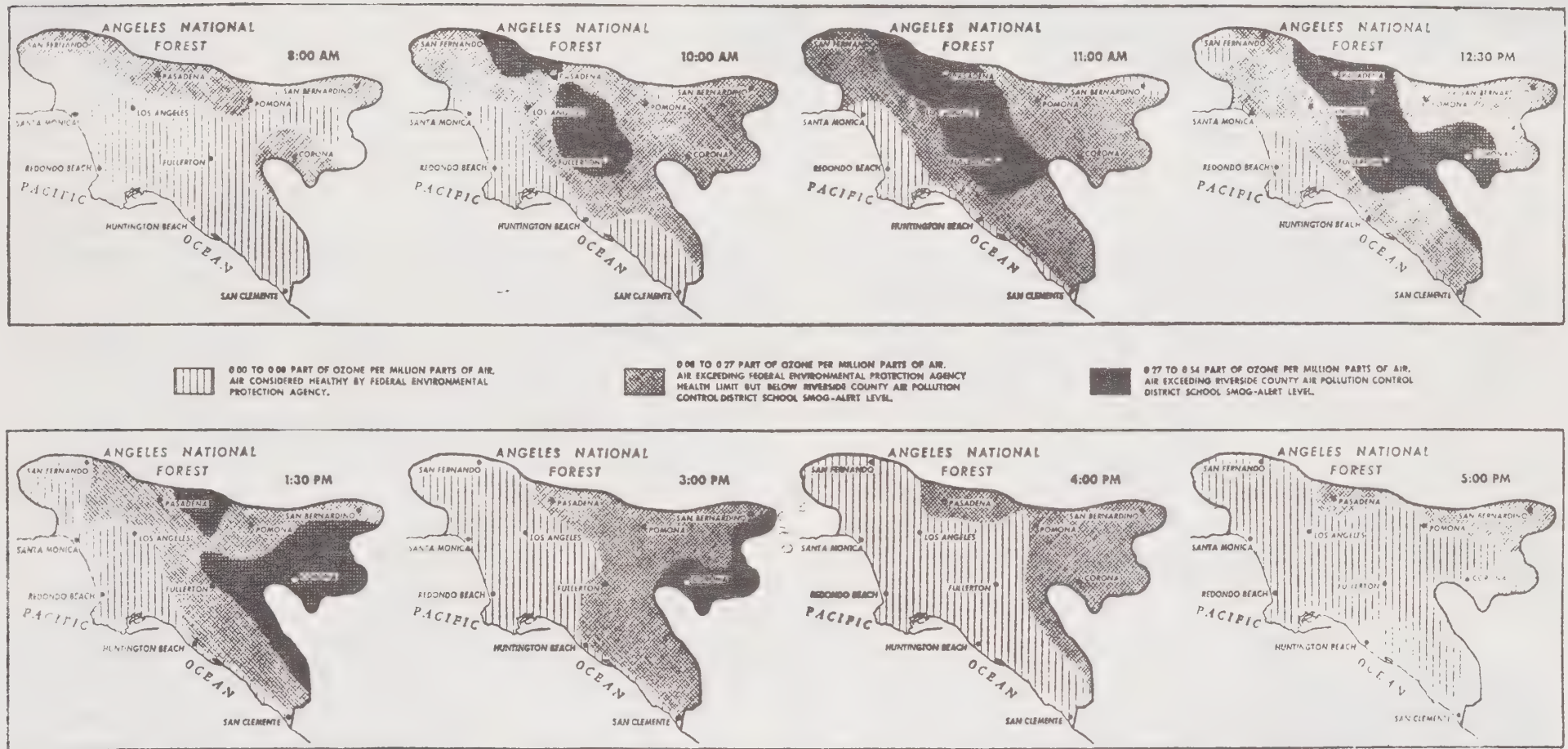
At present there are 19 Children Day Care Centers in the community.

OTHER AREA ATTRACTIONS

Nearby are Southern California's many mountain, lower and upper desert resorts. Disneyland, Knott's Berry Farm, Marineland, Ports O'Call, San Diego and Los Angeles Zoos, Cunningham Auto Museum, Lion Country Safari, Universal City, Orange County, Ontario and Riverside Raceways, Sea World, etc. area all conveniently located within about a freeway hour ride of the city.

Computer Maps Help to Clear Air in Smog War

L.A. Times 4/11/71



ON THE MOVE—These eight maps are part of a series showing the actual movement of smog across the Los Angeles air basin on Aug. 21,

1970—a typical smoggy summer day. The full series shows fairly clear skies at 8 a.m., a smog buildup through midday, then a decline and

clearing skies again by 5 p.m. The maps are result of 14 months' planning and replanning in which a computer was fed atmospheric facts.

Times maps by Donald Clement

SMOG MAPPING

Dr. Joe Behar, a kinetic chemist working at the Air Pollution Research Center at University of California, Riverside, has developed a smog map using the computer. Shown above is the result of Dr. Behar's efforts. The map is the product of 14 months of planning, replanning and feeding the computer thousands of cards punched with information about ozone, an indicator of photo-chemical smog. Maps can be produced for any given day. The area above is about two-thirds of the Los Angeles air basin, including parts of Los Angeles, Orange, Riverside, San Bernardino and Ventura Counties in which live 90% of the air basin's population. It shows how the basin looks on a typical smoggy day — not the worst, not the clearest, and with average meteorological conditions, according to Dr. Behar.

The consolidation of 10 different smog-concentration levels into the following three levels has taken much of the labor out of the pouring over thousands of tables related to smog.

- Level One** 0.00 to 0.08 part of ozone per million parts of air which is air *considered healthy* by Federal Environmental Protection Agency.
- Level Two** 0.08 to 0.27 part of ozone per million parts of air which is air *exceeding* EPA health limit, but below Riverside County Air Pollution Control School Smog-Alert level.
- Level Three** 0.27 to 0.54 part of ozone per million parts of air which is air *exceeding* Riverside County Air Pollution Control School Smog-Alert level.

COMING ATTRACTIONS

During 1977 two of the three entrances to the city will sprout attractive new developments. (The fourth entrance - 8.5 miles of Pacific Ocean).

CONTINENTAL OLD WORLD

At the junction of the San Diego Freeway and Beach Boulevard at the northern limits of the city a thirty acre mixed-use development is well underway. A production of the Jer-Wel Corporation, the complex will consist of offices, restaurants, theatres, apartments, condominiums and shops. Featured in the western third of the project will be the Continental Old World, at right, a potpourri of quaint shoppes featuring European foods and products where the shop owners will live above their stores in balconied, window-boxed upper stories, topped with turrets, towers and pennants.

The intimate enclave will offer a children's recreation area, a festival hall where European music groups will perform at appropriate times of the year; such as May and October fests. The plastered timbered walls of the half-a-hundred shoppes and their upper living quarters will be adorned with original art, reminiscent of Alpine Oberammergau where the Passion Play takes place each summer. The Josef Bischof Company is the developer of this unique recreation/commercial village, scheduled for an August 1977 opening. (714) 897-1470 — 7561 W. Center Drive.

Bringing visitors into the heart of the Continental Old World and the adjoining Huntington Regional Shopping Center and the Jer-Wel Properties will be a new off-ramp from the southbound San Diego Freeway.



PETER'S LANDING

Clusters of pastel buildings, varied in profile, sunny in mood, reflect the harbour view. Peter's Landing, a new waterfront specialty retail center in Huntington Harbour will soon start construction at Pacific Coast Highway and Admiralty Drive at the north-western entrance to the city. A silhouette of the project is shown below.

The \$45 million mixed-use development will be produced by Maguire Management, Inc., 1800 Century Park East, Los Angeles, CA 90067, (213) 556-1800. The Landing is a happy wedding of an intimate waterfront inn, specialty shopping, offices, three theme restaurants, a 330 boat marine, 265 waterfront homes and townhouses, a ship chandlery, sailboat rentals and an innovative passenger/bike ferry that will link Peter's Landing with other residential islands of adjacent Huntington Harbour.



FINANCIAL INSTITUTIONS

Huntington Beach, California

BANKS, BRANCHES, MANAGERS	SAVINGS & LOANS, BRANCHES, MANAGERS
BANK OF AMERICA 1. E.J. Svoboda, 15672 Springdale, 92647 - 893-8594 2. W.S. Peterson, 19691 Main, 92647 - 847-3541 3. Patricia Rivenes, 3166 Admiralty, 92649 - (213) 592-5531 4. Tim Eyerly, 10121 Adams Avenue, 92646 - 962-2491 5. Doris Carbone, 21022 Beach Blvd., 92646 - 536-7501	AMERICAN SAVINGS & LOAN ASSOCIATION 1. Frederic Ballon, 7830 Edinger, 92647 - 848-2222
BARCLAY'S 1. Tony Del Giorgio, 6952 Bolsa, 92647 - 898-3381	ANAHEIM SAVINGS & LOAN 1. Vicki Hansen, 411 Main Street, 92648 - 536-6591 2. Vicki Hansen, 812 Mansion, 92648 - 536-5611
TOKAI BANK OF CALIFORNIA 1. Graham W. Inch, 19006 Brookhurst, 92646 - 963-5651	BRENTWOOD SAVINGS & LOAN 1. Dennis Strawn, 5828 Edinger, 92647 - 846-0627
CROCKER BANK 1. Victor Rudey, 96 Huntington Center, 92647 - 892-6671 2. Aileen Chambers, 302 5th Street, 92648 - 536-9361	COAST FEDERAL SAVINGS & LOAN 1. Harvey Swindall, 19893 Brookhurst, 92646 - 963-4540 2. Catherine Stockdale, 7752 Edinger Plaza, 92647 - 848-1131
GARFIELD BANK 1. Emil L. uttecke, 19042 Magnolia, 92647 - 963-9802	DOWNEY SAVINGS & LOAN 1. Brian Selby, 10115 Adams Avenue - 962-2407
GOLDEN STATE BANK 1. William Hardy, 6100 Warner, 92647 - 842-8875	1st FEDERAL SAVINGS & LOAN OF HOLLYWOOD 1. Sunday Chumbley, 16907 Algonquin, 92649 - 846-3355
LLOYD'S BANK 1. Vito Napoli, 6881 Warner, 92647 - 842-7741	GREAT WESTERN SAVINGS & LOAN ASSOCIATION 1. Betty Brennan, 16141 Beach Blvd., 92647 - 847- 1281
PACIFIC CITY BANK 1. Jerry Holms, 16041 Golden West, 92647 - 842-1234 2. Gary McNeely, 9104 Adams Avenue, 92626 - 848-1234	MARINA FEDERAL SAVINGS & LOAN 1. Bill Bullock, 21184 Beach Blvd. 92648 - 536-1481 2. Linda Rosenblatt, 18582 Beach Blvd., 92648 - 962-5551 3. Coming Soon - Admiralty Way/Pacific Coast Highway
SECURITY PACIFIC NATIONAL BANK 1. Greg A. Zaret, 16911 Algonquin, 92649 - 846-1341 2. Gary Berghold, 20061 Brookhurst, 92646 - 968-4411 3. Bill Clark, 5812 Edinger, 92647 - 846-3321 4. Delbert Kalsken, 7777 Edinger, 92647 - 892-5561 5. James Rotruck, 202 Main Street - 536-9371	MERCURY SAVINGS & LOAN 1. Leonard Shane, 7812 Edinger, 92647 - 842-9333
SOUTHERN CALIFORNIA FIRST NATIONAL BANK 1. Chuck Atkins, 8949 Adams Avenue, 92646 - 962-3377 2. Bill Dietrich, 17122 Beach Blvd., 92647 - 847-9681	MORRIS PLAN 1. Donald Summers, 17855 Beach Blvd., 92647 - 842-7456
UNITED CALIFORNIA BANK 1. John Higley, 7902 Edinger, 92647 - 847-2581 2. Bill Chisholm, 309 Main Street, 92648 - 536-8811	PEOPLE'S FEDERAL SAVINGS & LOAN 1. Robert N. Ewen, 9122 Adams Avenue, 92646 - 962-2446
WELLS FARGO BANK 1. Coming Soon	SANTA BARBARA SAVINGS & LOAN 1. Ruth Gabler, 20981 Magnolia, 92646 - 536-8818
	SECURITY PACIFIC FINANCE 1. Bob Culwell, 16052 Beach Blvd, Suite 125, 92647 - 848-9421
	SOUTHWEST SAVINGS 1. Brian Taggart, 5926 Warner, 92647 - 846-3306
	WORLD SAVINGS & LOAN 1. Ladena Roe, 6592 Warner, 92647 - 842-9356

SOME TELEPHONE NUMBERS CARRY THE (213) AREA CODE
ALL OTHERS ARE (714) AREA CODE

KEY OFFICE DIRECTORY

CITY GOVERNMENT

City of Huntington Beach 2000 Main Street - P.O. Box 190

City Administrator (714) 536-5201
 City Attorney 536-5555
 Building Dept. 536-5241
 City Clerk 536-5226
 City Council 536-5553
 CIVIL DEFENSE 536-5470
 Economic Dev. Dept. 536-5250
 Finance Dept. 536-5236
 FIRE DEPT. 536-5411
 HARBORS & BEACHES 536-5281
 Library 842-4481
 License Dept. 536-5267
 Personnel Dept. 536-5491
 Planning Commission 536-5271
 Planning Dept. 536-5271
 POLICE DEPT. 536-5343
 Public Information Office ... 536-5511
 Public Works Dept. 536-5431
 Purchasing Dept. 536-5221
 Recreation & Parks Dept.: ... 536-5486
 City Treasurer 536-5548

UTILITIES

Electricity

Southern California Edison
 7330 Bolsa (714) 835-3833
 Westminster, CA

Natural Gas

Southern California Gas Co.
 311 Main Street
 Huntington Beach, CA (714) 536-6526

Telephone

General Telephone Company
 7777 Edinger Avenue
 Huntington Beach, CA (714) 898-6646

Trash

Rainbow Disposal Service
 17121 Nichols (714) 847-3581
 Huntington Beach, Ca (714) 847-5818

Water

Huntington Beach Water Dept.
 2000 Main Street
 P.O. Box 711
 Huntington Beach, CA (714) 536-5231

Railroads

Southern Pacific Railroad
 200 S. Adams
 Anaheim, CA (714) 778-5930

GOVERNMENT REPRESENTATIVES

Federal

U.S. Senator - Alan Cranston
 10970 Wilshire Blvd. - Suite 410
 Los Angeles, CA 90024
 (213) 824-7641

U.S. Senator - S. J. (Sam) Hayakawa
 312 N. Los Angeles Street
 Los Angeles, CA 90024
 (213) 688-6081

U.S. Representative - Mark W. Hannaford
 34th District
 5199 E. Pacific Coast Hwy. - Suite 300N
 Long Beach, CA 90804
 (213) 498-3381

U.S. Representative - Jerry M. Patterson
 38th District
 34 Civic Center Plaza
 Santa Ana, CA 92701
 (714) 835-3811

U.S. Representative - Robert E. Badham
 40th District
 1649 Westcliff Drive - Suite D
 Newport Beach, CA 92660
 (714) 631-0040

State

State Senator - Dennis Carpenter
 State Senatorial District No. 36
 17880 Sky Park Circle - Suite 103
 Irvine, CA 92714
 (714) 557-3200

Assemblyman - Chester B. Wray
 Assembly District No. 71
 12062 Valley View - Suite 237
 Garden Grove, CA 92645
 (714) 636-4691

Assemblyman - Dennis Mangers
 Assembly District No. 73
 16371 Beach Blvd. - Suite 221
 Huntington Beach, CA 92647
 (714) 848-1168

County Board of Supervisors

515 N. Sycamore
 Santa Ana, CA
 Laurence J. Schmidt
 2nd District
 (714) 834-3110
 Thomas F. Riley
 5th District
 (714) 834-3550

Other Government

State Tax Assessor
 Bradley L. Jacobs
 630 N. Broadway
 Santa Ana, CA (714) 934-2727

Calif. Employment Dev. Dept.
 Civic Center
 Santa Ana, CA (714) 558-4411

St. Dept. of Industrial Relations
 28 Civic Center Plaza
 Santa Ana, CA (714) 558-4146

PORTS - AIRPORTS

Port of Long Beach
 925 S. Harbor Plaza
 Long Beach, CA (213) 775-3469

Port of Los Angeles
 255 W. 5th Street
 San Pedro, CA (213) 775-3231

Long Beach Airport
 PSA (213) 637-6767

Orange County Airport
 Hughes Air West (714) 540-2060
 Air California (714) 752-1000
 Golden West (714) 979-8000

Los Angeles International Airport
 Administration only -
 1 World Way
 Los Angeles, CA (213) 646-5252

Ontario International Airport
 Administration (714) 984-1207

Meadowlark Airport - Private Planes
 5141 Warner Avenue
 Huntington Beach, CA (714) 840-1122

TRANSIT LINES

OCTD
 1200 N. Main
 Santa Ana, CA (714) 547-3311

Greyhound Bus Lines
 (Coastal Service)
 201 Main Street
 Huntington Beach, CA (714) 536-8145

(Transcontinental Service)
 W. 2nd & No. Sycamore
 Santa Ana, CA (714) 542-4463

Trailways Bus Lines
 (Transcontinental Service)
 1711 Main Street
 Santa Ana, CA (714) 547-8465

CHAMBERS OF COMMERCE

Huntington Beach
 18582 Beach Blvd
 Huntington Beach, CA (714) 962-6661

Orange County
 1 City Blvd. West
 Orange, CA (714) 634-2900

L. A. Area (5 Counties)
 404 So. Bixel Street
 Los Angeles, CA (213) 629-0711

HOSPITALS

Huntington Intercommunity
 6771 Warner Avenue
 Huntington Beach, CA (714) 842-1473

Pacifica Hospital
 18791 Delaware
 Huntington Beach, CA (714) 842-0611

COLLEGES & UNIVERSITIES

Goldenwest College
 15744 Goldenwest Street
 Huntington Beach, CA (714) 892-7711

Orange Coast College
 2701 Fairview Blvd.
 Costa Mesa, CA (714) 556-5725

Saddleback College
 2800 Marguerite Parkway
 Mission Viejo, CA (714) 831-9700

Southern California College
 55 Fair Drive
 Costa Mesa, CA (714) 556-3610

Santa Ana College
 W. 17th Street at Bristol
 Santa Ana, CA (714) 835-3000

UCI
 Irvine, CA (714) 833-5011

Calif. State - Fullerton
 800 N. State College
 Fullerton, CA (714) 870-2011

CSULB
 6107 E. 7th Street
 Long Beach, CA (213) 498-4167

POST OFFICES - Huntington Beach Only

Post Office (Main)
 6771 Warner Avenue (714) 842-5511

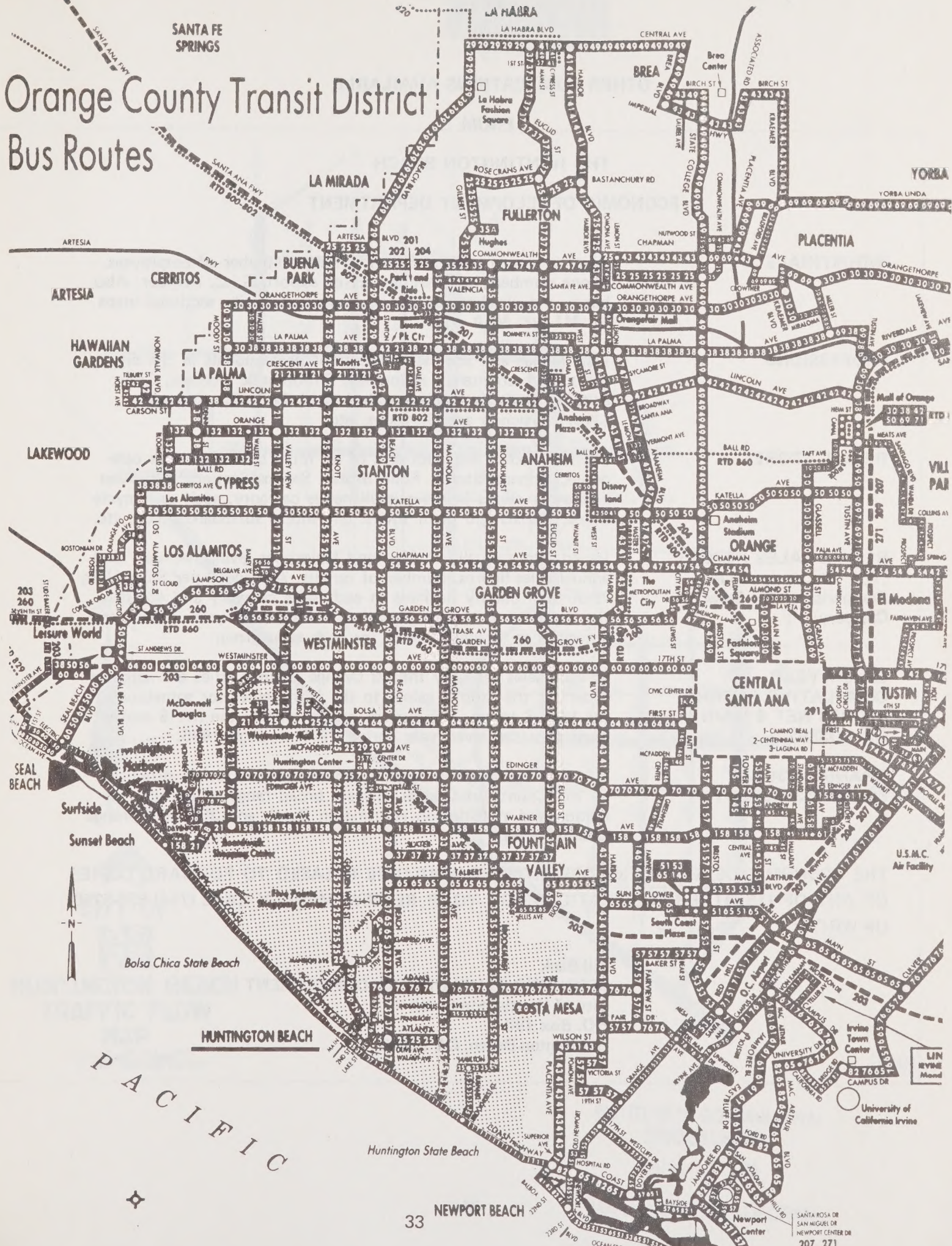
Atlanta Station
 9151 Atlanta (714) 842-5511
 Ext. 51

Beach Center Station
 316 Olive (714) 842-5511
 Ext. 54

Sub-Station (5 Points Shopping Center)
 18577 Main Street (714) 847-3525

SANTA FE
SPRINGS

Orange County Transit District Bus Routes



**OTHER PUBLICATIONS AVAILABLE
FROM
THE HUNTINGTON BEACH
ECONOMIC DEVELOPMENT DEPARTMENT**

INDUSTRIALS

Gives company name, address, officials, number of employees, phone numbers, whether import or export, S.I.C. number. Also handy industrial street index and copies of city sectional maps for M1 and M1A zones.

PROFESSIONS

Lists names and addresses of current professionals in the city. Includes Accountants, Attorneys, Chiropractic Doctors, Consultants, Dentists, Engineers, Industrial Designers, Research Labs, Physicians and Surgeons, etc.

RETAIL STORES

Provides names and addresses of all retail stores by sales categories; Apparel Stores, Food Stores, Service Stations, etc. Also lists other stores in the miscellaneous category, such as; bicycle shops, florists and plant shops, gift shops, surfboard shops, etc.

**RETAIL SALES REPORT
(Top 10 Orange County
Comparison - By Sales
Category)**

Issued semi-annually in May and November giving half-year and annual sales figures, number of outlets, Average \$ per Sales Unit, % of total county business in each sales category and comparative figures for the like period of the previous year. Details top ten cities in Orange County for each sales group.

**SEVEN YEAR
CUMULATIVE RETAIL
STORES NET \$ GAIN
OR LOSSES**

In each sales category the 10 Orange County cities are listed in order of the top \$ gainer to the least gainer (or sometimes the least \$ loser). The current report reflects the net \$ movement over the seven year period 1970 through 1976.

**ORANGE COUNTY
PROGRESS REPORT**

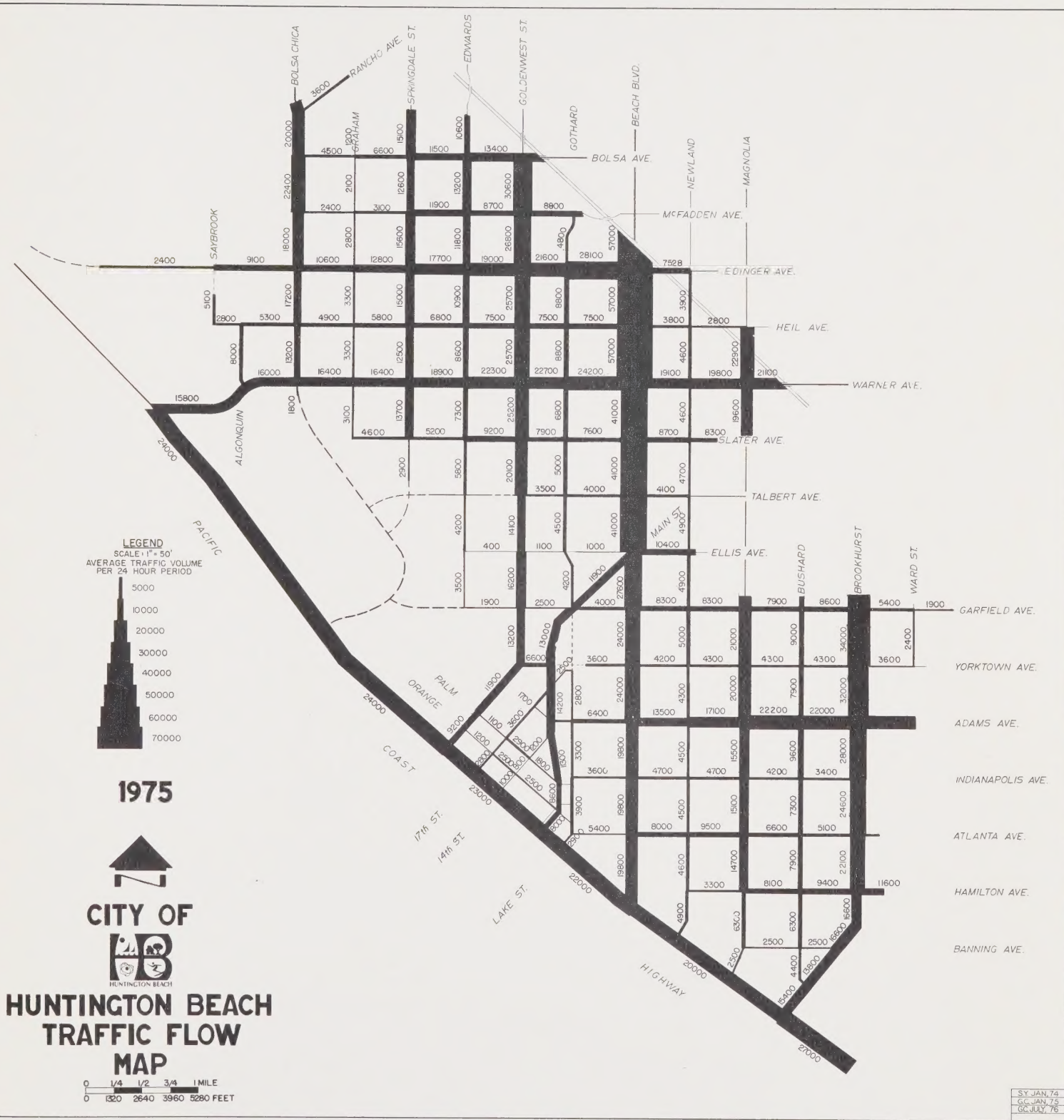
A consideration of the annual, comprehensive review produced by the County of Orange. Gives a broad range of useful information and statistics on Huntington Beach and 25 other Orange County cities.

THE ECONOMIC DEVELOPMENT DEPARTMENT WOULD BE PLEASED TO FORWARD COPIES OF ANY OF ITS OTHER PUBLICATIONS FOR YOUR REVIEW. MERELY CALL (714) 536-5250 OR WRITE:

**Bill Back
ECONOMIC DEVELOPMENT DEPARTMENT
City of Huntington Beach
P.O. Box 190
Huntington Beach, CA 92648**



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